JUNE 11, 1956

35c PER COPY

BROADCASTING TELECASTING

THIS ISSUE:

60 seconds is all it takes...

First trial of Westinghouse air brakes. Engine stops on crossing saving horse and buggy rider.

After watching two trains try to stop, but collide, George Westinghouse thought there must be a more efficient way to stop moving trains. In a flash of inspiration perhaps taking no more than 60 seconds, he had an idea—*Why not use compressed air?*—Thus a new safety principle in locomotion was born!

Today, to start and stop your ad campaign *when and where* you want to—to get your product highballing to greater sales—60 seconds is all it takes on Spot Radio.

It costs *less* to reach *more* of *your* potential customers . . . whoever they are . . . wherever they might be . . . at the precise time and place of *your* choice. 60 seconds—or *less*—is all it takes to sell *your* product with the right, bright buy—Spot Radio.

WSB . . . Atlanta . . . . . NBC
WFAA* . Dallas, Fort Worth . . . . . NBC, ABC
WIKK . . Erie . . . . . NBC
KPRC* . Houston . . . . . NBC
WJIM . . Lansing . . . . . NBC, ABC
KARK . . Little Rock . . . . . NBC
WISN . . Milwaukee . . . . . ABC

KSTP . . . Minneapolis, St. Paul . . . . NBC
WTAR . . Norfolk . . . . . CBS
WIP . . . Philadelphia . . . . . MBS
WRNL . . Richmond . . . . . ABC, MBS
KCRA . . Sacramento . . . . . NBC
WOAI* . San Antonio . . . . . NBC, ABC

KFMB . . San Diego . . . . . CBS
KMA . . . Shenandoah (Iowa) ABC
KTBS . . . Shreveport . . . . . NBC
KVOO . Tulsa . . . . . NBC
ABC . . . Pacific Radio Regional Network

* Also represented as key stations of the TEXAS QUALITY NETWORK

Represented by

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • DETROIT • LOS ANGELES • SAN FRANCISCO • ST. LOUIS

25TH year

KVTV's Talent Team Sells Sioux City

homemaker

Jan Voss

Hostess on KVTV's Open House and the *Homemaker* home makers rely on — with sales results to prove it.

weatherman

Conrad Johnson

Mr. Weather in the 3-state KVTV area. Continually sponsored, 5 days a week, by the same advertiser for over three years.

news editor

Austin Schneider

Consistently first with the *News* in Sioux City. A news show that lends authority to your sales message.

women's feature editor

Joyce O'Connor

"At Home" with Joyce O'Connor is filled with helpful "how-to's" for homemakers, women's news, fashions, and decorating ideas that make sales and faithful listeners.

sports editor

Les Davis

Dean of sportscasters in the rich Siouxland Market and an outstanding sports figure in his own right.

cowboy

Canyon Kid

Jim Henry, the genial Kid's Kowboy with a faithful retinue of sidekicks. Sioux City's only daily children's participation show.

Dominant in All Departments*

NETWORK	SYNDICATED	PERSONALITIES
34 of the top 35 Network shows	9 of the top 10 Syndicated shows	All of the top 32 local live shows

** Mid-February Sioux City Telepulse.*

CBS • ABC

KVTV Channel 9

SIOUX CITY, IOWA

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

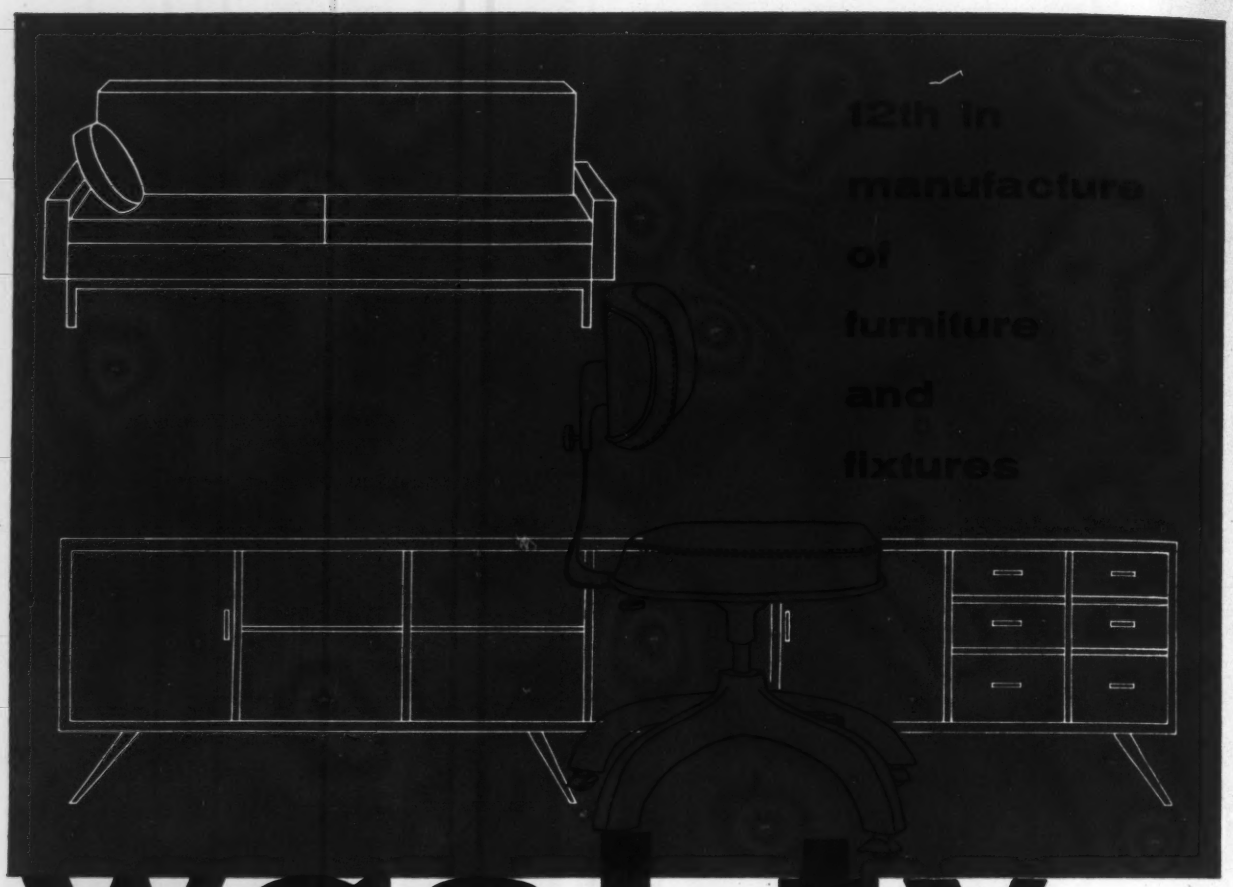
See Your Katz Representative

LARGE
LARGE
LARGE
TERRE HAUTE IS A LARGE TV MARKET!
LARGE
LARGE
LARGE

WTHI-TV
CHANNEL 10
Terre Haute, Ind.

You can obtain more information from THE BOLLING CO., New York and Chicago

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



wgal-tv

LANCASTER, PENNA.

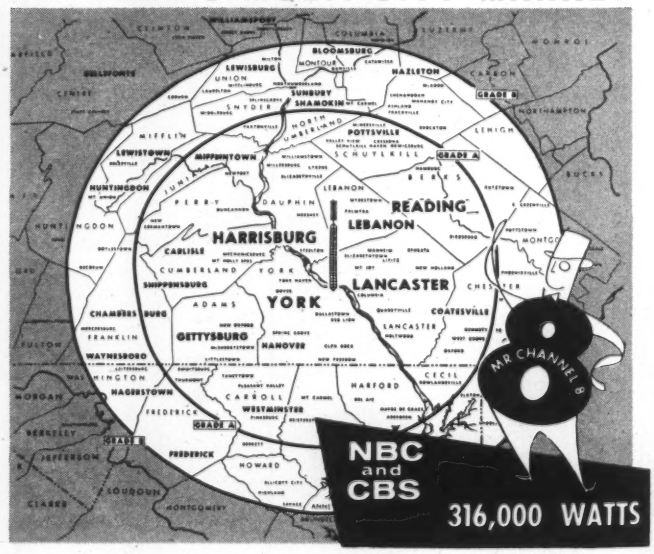
NBC AND CBS

Among the television markets foremost in the manufacture of furniture and fixtures, the Channel 8 Multi-City Market ranks twelfth, based on the production figures for America's top 100 counties (*SALES MANAGEMENT "Survey of Buying Power"—May 10, 1956*) This is just one of the many widely diversified industries which make the WGAL-TV Channel 8 market a *buying* market for your product.

STEINMAN STATION
Clair McCollough, Pres.

Representative
the **MEEKER** company, inc.
New York Los Angeles
Chicago San Francisco

CHANNEL 8 MULTI-CITY MARKET



closed circuit.

MR. SMITH GOES TO TOWN? • If Paul C. Smith, its dynamic president, has his way, Crowell-Collier will become most comprehensive communications combine in history. He has plans to build organization encompassing magazine and book publishing (already in the fold), radio and television (nearly $20 million in station purchases awaiting FCC approval), newspapers (which he hopes to afford after beefing up company's profits) and even motion pictures. Mr. Smith envisions fabulous cross-pollinization among future properties: i.e., major stories created for magazines would be reworked as radio and tv programs, as books and as movies.

B•T

HOW FAST Crowell-Collier expands will hinge largely on success of its venture into broadcasting. President Smith is looking for top executive to run subsidiary which will operate stations and create and syndicate programs. Mr. Smith is counting heavily on broadcasting subsidiary for rapid build-up of company's income and net which would make financing of further development easier.

B•T

COLOR FILM • NBC has been blowing alternately hot and cold on acquisition of Technicolor feature backlog of Metro-Goldwyn-Mayer with eye to plans for expanding color operations next fall. Prospect is that film would be used to help swing owned-and-operated KRCA (TV) Los Angeles and WRC-TV Washington to full-color schedule within year similar to WNBQ (TV) Chicago.

B•T

ONE reason FCC commissioners aren't too keen about deintermixture was realization that only about 15 cities could be deintermixed (made all uhf or all vhf, even permitting single existing vhf outlet to remain in uhf market) without getting into chain reaction that could lead to major upheavals throughout country. This is just too few to be worthwhile, is feeling among majority on FCC.

B•T

MIAMI PURCHASE • WWPB Miami 250 watter (full time) is being purchased from Paul Brake, 100% owner, by William M. O'Neil, former owner of WJW Cleveland, for approximately $175,000. Mr. O'Neil was among bidders for WQAM, recently sold by *Miami Herald* to Todd Storz for $850,000. Mr. O'Neil, now Miami resident, would be president-general manager of WWPB upon FCC approval of transfer. Associated with him as minority stockholder will be William Lemmon, former executive vice president of WJW. Mr. O'Neil is son of W. O'Neil, president of General Tire & Rubber Co. which, in turn, owns RKO Teleradio Pictures Inc. and associated operations, including control of Mutual. He is not identified, however, with Teleradio operations. WWPB, established in 1947, is on 1450 kc.

B•T

NOT announced after NARTB Tv Code Review Board's meeting last week is proposal to clear up one of code's foggiest paragraphs. This covers back-to-back announcements at station breaks and will conform to prevailing industry practice of using identification spots between announcements. Present language (Par. 6 Time Standards) would appear to condemn i.d. spots between announcements. Amendment will be submitted to NARTB's Television Board next week.

B•T

MULTIPLE OWNERSHIP • Concerned over prospect that Congress might grab ball on multiple ownership rule, FCC last week discussed possible revision of existing regulation which arbitrarily limits ownership of broadcast stations to seven in each category (am-fm-tv, with not more than five vhfs to customer). It's understood Comr. John C. Doerfer suggested Commission consider rescinding existing limitation, and substituting rule based on population limit of 25% rather than number of stations. Bricker bill (S 3859) introduced in Senate, and companion O'Hara bill (HR 10524) would substitute 25% of population coverage limitation. Further FCC consideration slated for this week.

B•T

THOMAS F. O'NEIL's RKO Teleradio Pictures, already in radio-tv, motion pictures and record business, may next expand into legitimate theatre with RKO Radio Pictures converting top feature hits of past years into Broadway ventures. Mr. O'Neil and 11 other board members of parent General Tire & Rubber were in Hollywood last week, inspected revitalized RKO lot.

B•T

AFFILIATES' INNING • CBS-TV network affiliates to appear before Senate Commerce Committee on tv investigation June 18 will represent cross-section of outlets from big city stations to EMP outlets, uhf as well as vhf, in one, two, three and four station markets. Kicking off presentation will be John S. Hayes, president, Washington Post Broadcast Division (for WTOP-TV Washington and WMBR-TV Jacksonville), who proposes to answer explosive testimony of Richard A. Moore, KTTV Los Angeles, chapter and verse; August C. Meyer, WCIA-TV Champaign, Ill.; W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; John S. Cohan, KSBW-TV Salinas-Monterey, Calif.; H. Moody McElween Jr., WNOK-TV Columbia, S. C., and Donald W. Thornburgh, WCAU-TV Philadelphia. Counsel is Ernest W. Jennes, Covington & Burling, Washington. Pitch will be that network and affiliates constitute partnership and that affiliates would suffer irreparable injury if current business relations were unduly interfered with.

B•T

ONE question expected to be popped during testimony of tv network presidents before Senate Commerce Committee this week is whether networks have been living up to advice contained in NARTB political broadcasting manual. It's understood Democratic National Committee has been unable to get commitments for paid time from at least one network, and Democratic Senators want to know why.

B•T

NETWORK QUESTIONS • After talking with top network brass in New York last week, Senate Commerce Committee staff experts agreed to modify 4½ page questionnaire in number of particulars, which presumably would make it less onerous. Committee majority counsel Kenneth Cox and communications expert Nicholas Zapple after sessions agreed that some answers would be deferred until Aug. 15 but that questions nevertheless would be asked at hearings this week at which network heads will testify (see page 28). Instead of seeking complete breakdowns on programming, syndication, spot billing, representation and other operations for one year, it was agreed that typical week would reflect data.

B•T

WM. WRIGLEY Jr. Co. has definitely decided not to renew CBS-TV's Gene Autry Show *after July 7 after six years' association with cowboy on television* [AT DEADLINE, *June 4*]. *Reason: Network wants gum company to extend station lineup substantially. Wrigley has made "no other radio-tv commitments at this time" beyond retention of CBS Radio time for new Pat Buttram series, also replacing Mr. Autry. Thus, fabulous Wrigley-Autry association (for 16 years) comes to end.*

B•T

POLICY PROBLEM • Resignation of Frank P. Schreiber as vice president-general manager of WGN Inc., after 38 years with Chicago Tribune company, and appointment of Ward L. Quaal, Crosley Broadcasting executive, as his successor, reportedly stems from differences in operating policies of Tribune organization since death last year of Col. Robert R. McCormick. Mr. Schreiber had reported directly to Col. McCormick. *Tribune* now is directed by Chesser Campbell, president-publisher; J. Howard Wood, vice president-general manager and president of WGN Inc., and W. D. Maxwell, editor. (See story page 81.)

B•T

WICK CRIDER, who resigned as vice president in charge of radio and television of Kenyon & Eckhardt, New York, is expected to join Young & Rubicam, New York, early this summer in executive capacity.

second thoughts

Herewith some random thoughts on being second in average daytime audience in Minneapolis-St. Paul.

- Feels good. Much better than 4 months ago, before Mid-Continent took over with new music, ideas, news.
- WDGY has momentum. New Hooper shows gain again—to 19.1% all-day average.*
- Notice wider audience gap between WDGY and Nos. 3, 4 and 5. Ahead of #3 by 67%; ahead of #4 by 154%; ahead of #5 by 169%.
- Nielsen improving, too. Up 93% daytime since last time.**
- Buyers are buying, getting results, too.

Steve Labunski, WDGY GM, can give you a lot to think about.

So can an Avery-Knodel fellow.

**April-May, 1956, 7 a.m.-6 p.m., Mon.-Sat.*
***Jan.-March, 1956, 6 a.m.-6 p.m., Mon.-Fri.*

WDGY

Minneapolis-St. Paul
50,000 watts—and almost perfect-circle daytime coverage

MID-CONTINENT BROADCASTING COMPANY
"The Storz Stations"—President: Todd Storz

WDGY, Minneapolis-St. Paul Represented by Avery-Knodel, Inc.
KOWH, Omaha Represented by H-R Reps, Inc.
WHB, Kansas City Represented by John Blair & Co.
WTIX, New Orleans Represented by Adam J. Young, Jr.

Coming Soon—**WQAM**, Miami—Transfer Subject to FCC Approval

at deadline

TURNABOUT: CBS RADIO UPS PAY RATE TO AFFILIATES, ASKS FOR SALES PUSH

IN FIRST REVERSAL of downward slide that started with blossoming of television, CBS Radio told its affiliates Friday that it is restoring part of reductions they've taken in rate of station compensation. At same time network called for affiliate cooperation in new sales drive aimed initially at 10 a.m. to 3:30 p.m. Monday-Friday periods and which, if successful, would materially strengthen network's financial position and more than double current station compensation.

What amounts to 6¼% boost in current rate of compensation will go into effect Aug. 25 through new, one-year contract amendments specifying 15% rather than current 20% as amount of reduction borne by affiliates in comparison to pre-1951 compensation rates. Officials said it is actually first general increase in compensation ever granted by CBS Radio. When first general rate cut to advertisers was announced in April 1951, CBS Radio affiliates took 10% cut in compensation. This went to 15% in 1952, and has been on year-to-year basis since then. For year ending Aug. 25 it is 20%. New amendments restoring cut to 15% level for period from Aug. 25 this year to Aug. 25, 1957, were to be mailed to affiliates over weekend. Rates to advertisers are not involved.

Neither NBC Radio nor ABC Radio, advised of move late Friday, had any immediate comment. ABC spokesman maintained, however, that ABC's present rate of compensation to stations is higher than CBS' and would remain so under new CBS arrangement. Mutual is in process of adjusting its own compensation arrangements along different lines [B•T, April 23; also see below].

Arthur Hull Hayes, president of CBS Radio, and Kenyon Brown of KWFT Wichita Falls, Tex., chairman of board of CBS Radio Affiliates Assn., who announced compensation boost to affiliates in closed circuit to stations at 5 p.m. Friday, said they were confident it would have far-reaching effects not only on network radio but on radio generally. Speaking for affiliates board, which conferred with network officials in all-day session before announcement, Mr. Brown congratulated CBS Radio and said his group was pleased "that it is our network that is making this, what we consider important, announcement." They expressed hope that further "increases" would be possible year from now.

President Hayes made plain that return to 15% reduction level was not based on present financial situation but on "our complete confidence in the future." CBS Radio feels it is now at turning point where it could go either forward or backward, he indicated, reiterating confidence that movement will be forward. Outlining sales concentration on period from Godfrey through Linkletter (10 a.m. to 3:30 p.m., Mon.-Fri.), he told affiliates that if this whole period "were sold and other existing business retained, total station payments would be more than doubled."

Godfrey and Linkletter are practically sold out, and periods between (largely daytime serials) are "over half sold." But to sell advertisers and keep them sold, it was emphasized, stations must cooperate by clearing time (CBS officials said they were not asking for more option time than FCC rules permit, and also assured that they would cooperate with stations wishing to present local farm news programs around noontime).

Mr. Brown called attention to recent CBS Radio contracts with Colgate-Palmolive, Procter & Gamble, Bristol-Myers and General Foods as evidence of upsurge in advertiser interest, stressed need for station clearances, and expressed confidence that network "can get the business" through selling campaign currently getting underway.

Mutual Goes on Road To Sell Affiliation Plan

SERIES of regional meetings with Mutual's affiliates to explain and urge acceptance of network's new affiliation contract, which requires stations to "pre-clear" 16 hours of network programs weekly but almost halves total option time and compensates stations in free programs as well as money [B•T, April 16], will be held this month in eight cities, Robert Carpenter, director of station relations, reported Friday.

Meetings will be held June 15 in Chicago (Sherman Hotel); June 18 in Salt Lake City (Utah Hotel); June 20 in Dallas (Baker Hotel); June 22 in New Orleans (St. Charles Hotel); June 25 in Atlanta (Dinkler Plaza Hotel), and June 27 in New York (Warwick Hotel). Meetings will start at about 10 a.m., with morning session consisting of network presentation similar to that at general affiliates meeting in Chicago during NARTB convention [B•T, April 23], followed by luncheon and then open-discussion session with affiliates in afternoon.

Mr. Carpenter conceded new contract plan has encountered some opposition among affiliates but said that for most part reaction has been "extraordinarily good" and that he expects ultimate result to be highly favorable. Mutual plans to put new contract into effect Nov. 1, regardless. Stations refusing to sign would in effect be disaffiliating themselves from network [B•T, April 23].

Wesson Oil Buys 'Blondie' In Major Sale by Vitapix

NEW *Blondie* time-talent package sold by Vitapix Corp. and Hal Roach Studios to Wesson Oil & Snowdrift Sales Co. in $1½ million telefilm deal, first major Vitapix spot tv transaction. Wesson list to include Vitapix 65-station group, which cleared time prior to offer of package for sale, plus additional group covering all remaining Wesson marketing areas.

Blondie co-sponsorship package totals $3 million, with remaining co-sponsorship now under negotiation. Wesson contract calls for firm 52 weeks, utilizing 39 episodes of Arthur Lake-Pamela Britton series and 13 repeats. Fitzgerald Adv. Agency, New Orleans, handled deal for Wesson.

• BUSINESS BRIEFLY

SUNBEAM BUYS FOOTBALL • Sunbeam Corp. (electric appliances), Chicago, has completed negotiations for one-quarter sponsorship of Pacific Coast and Eastern Collegiate Athletic Conference regional football telecasts on NBC-TV, as well as Big Ten and national eight-game slate announced earlier. Agency: Perrin-Paus, N. Y.

TEXACO EYES SPECS • Texaco Inc., through Kudner Inc., N. Y., expected to buy into tv spectaculars and extravaganzas next fall. Actual schedule and shows now under consideration by agency.

RADIO FOR NESCAFE • Nestle Co. (Nescafe), White Plains, N. Y., set to launch special spot radio campaign next month in nine markets to push sale of product in these localities during summer months. Agency: Bryan Houston Inc., N. Y.

MAY TEST RADIO • Allied Chemical & Dye Co. (tobacco insecticide) considering radio spot test for four weeks in four markets. If approved, campaign would start almost immediately. Atherton & Currier, N. Y., is agency.

SOUP'S ON • Campbell Soup Co. (for Campbell "kids" promotion), Camden, N. J., reportedly has bought 10-10:15 a.m. portion of *Howdy Doody* on NBC-TV, Nov. 17, 24 and Dec. 1. Other quarter-hour those dates already picked up by Continental Baking Co. Campbell's agency: Grey Adv., N. Y.

ADMIRAL CHOOSING • Admiral Corp., Chicago, expected to name agency this week to handle radio-tv and other advertising. Choice understood to have narrowed down to Henri, Hurst & McDonald and another agency. Russel M. Seeds Co. recently resigned Admiral account.

THEY'LL STAY • Brown & Williamson Tobacco Co. (Viceroys) and Procter & Gamble Co. (Cheer) will remain on CBS-TV through summer replacing *The Lineup* with *Undercurrent*, film drama series starring Pat O'Brien, Dane Clark, Jean Pierre Aumont and others. Program, to be seen Fri., 10-10:30 p.m. EDT from June 29-Sept. 21, handled through Ted Bates & Co. (Viceroys) and Young & Rubicam (Cheer).

NOT ALWAYS JAN • Procter & Gamble Co. (Drene, Dash, Crest), through Benton & Bowles and Compton Adv., places *The Russ Morgan Show* as summer replacement for *It's Always Jan* on CBS-TV, July 7-Sept. 1, Sat., 9:30-10 p.m.

REPLACEMENT • Purex Corp., South Gate, Calif., through Foote, Cone & Belding, L. A., to sponsor *The Ina Ray Hutton Show* as summer replacement for NBC-TV's *Midwestern Hayride* (Whitehall Pharmacal Co.), Wed., 10:30-11 p.m., starting July 4.

TANGEE TAKING • Tangee Inc. (lipstick), N. Y., through Warwick & Legler, N. Y., planning four-week radio spot announcement campaign during July to reach teenagers. Nearly 50 markets are expected to be used.

There Can be Only **ONE** *Leader*

In Central New York it's . . .

WHEN-TV

Total Television Quarter Hours Oct. '55-April '56					
PULSE	WHEN-TV	567	ARB	WHEN-TV	482
	Opposition	281		Opposition	285
	Ties	12		Ties	18

KANSAS CITY		SYRACUSE		PHOENIX		OMAHA	
KCMO	KCMO	WHEN	WHEN	KPHO	KPHO	WOW	WOW
RADIO 810 kc. CBS	TV Channel 5 CBS	RADIO 620 kc. CBS	TV Channel 8 CBS	RADIO 910 kc. ABC	TV Channel 5	RADIO 590 kc. CBS	TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* **STATIONS**

affiliated with **Better Homes and Gardens** and **Successful Farming** magazines

at deadline

ADVERTISERS TURN SCRUTINY ON 15% PAY

PROPOSAL that agencies establish "hourly rates" for their services as test of "the reasonableness" of 15% media commission system of compensating agencies was proposed by Ira Rubel, New York advertising accountant, in speech released Friday. He was one of several speakers at Assn. of National Advertisers' third annual budget control workshop, account of which was made public by ANA.

Speeches generally did not attack media commission system as such, but rather seemed to give—more clearly than most advertiser speeches on this subject in recent months—indications that commission method might be made acceptable as one basis for compensation provided other points of advertiser criticism can be satisfied.

Mr. Rubel, endorsing current movement among advertisers to reappraise media commission system of compensation, termed it "unfortunate" that there is apparent conflict between those favoring and those opposing present payment method. Actually, he said, there is basic agreement on importance of independent agencies' contributions. He asserted:

"One measure of value is the price that an efficient producer needs to cover his cost plus a reasonable profit. It is precisely this kind of a basis that I propose to be used to test the reasonableness of the 15% compensation . . . I propose that agencies establish hourly rates for each kind and grade of service they perform; that the people who work on accounts keep a record to show how much time has been devoted to each client's work . . .

"This hourly rate can be used to compare the cost of doing the work in the advertiser's own department with the cost of doing it on the outside. It can be used to determine the cost of performing each area of work, to help plan how much to spend to perform each function . . .

"It is up to agencies to find satisfactory means to convince their clients that they are earning what they are getting. This will require more scientific methods to evaluate the results accomplished by the agency's work. The commission system can continue to work as the main basis of agencies' compensation—the floor upon which to build, but agencies should apply another measure to show that the value of the service they perform is in proportion to the compensation they receive."

ANA President Paul B. West said "advertising management must be accountable for the amount and the kinds of services it gets from the agency and the final authority on how much the company will pay for the required agency services and the basis on which it will pay for those services. By the same token, it is the agency's prerogative, as an independent, outside purveyor of skilled professional services to determine what services it will provide the advertiser and at what cost.

"The 'close working partnership' idea so well expressed by ANA Board Chairman Edwin W. Ebel, General Foods Corp., is so well accepted in most quarters today that we should have no insurmountable problems regarding the commission arrangement and in arriving at the most productive and profitable basis of compensation for both the advertiser and the agency. Since it is the advertiser's business that is at stake and his money that is being invested in advertising services, naturally it is his prime responsibility for exercising the proper control over these expenditures. . . ."

Mr. West said "the traditional 15% commission system of the past has been accepted without sufficient questioning of its merits weighed against actual practices and in too many cases it has been used as a crutch or coverall. Responsible advertising management simply cannot condone that kind of loose practice."

Glen Harold, advertising department comptroller, General Mills, stressed that management demands greater efficiency and more accurate control of advertising expenditures. He said "each company should assume a substantial amount of responsibility for the advertising program even though it has the best of advertising agencies. Certainly, an advertising budget should be developed each year or more frequently and controls should be established to keep the expenditures within the budget. While many advertising transactions are complicated, the accounting records can be quite simple . . ."

Orrin Spellman, vice president in charge of Philadelphia office of Kenyon & Eckhardt, spelled out contributions agencies can make to clients' advertising and promotion programs.

Mortimer Hall Buys KLAC From Mother for $845,000

APPLICATION for FCC approval filed Friday for sale of KLAC Los Angeles from Mrs. Dorothy Schiff Sonnenborn to her son, Mortimer W. Hall, KLAC president-general manager, for $845,000. Terms of purchase call for $245,000 cash and $600,000 remainder to be paid off in six years. Independent KLAC, founded in 1928, operates on 570 kc with 5 kw daytime and 1 kw nighttime. Mrs. Sonnenborn is owner of *New York Post*.

Also filed with FCC was application for approval of sale of KIHO Sioux Falls, S. D., by Dr. John D. Connor, David J. Kempkes and James Sweet to Leslie P. Ware for $20,000 plus certain debts. Mr. Ware owns KLPW Union, has minority interest in KGHM Brookfield and is buying KNIM Marysville, all Mo. KIHO operates on 1270 kc with 1 kw, MBS affiliated. Broker was Blackburn-Hamilton. And announced Friday was $60,000 purchase of WICE Providence, R. I., by WCUE Akron, Ohio, principals from Louis A. R. Pieri. WICE operates on 1290 kc with 500 w daytime. WCUE principals are Tim Elliott, Jean Elliott, Frederic O. Hatch, Jack Maurer, Phillip A. Meyers and Rick Reighard. WICE purchase subject to FCC approval, negotiated by Haskell Bloomberg, Lowell, Mass., business broker.

UPCOMING

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.

June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.

For other Upcomings see page 113.

PEOPLE

JOHN E. MOSMAN, former radio-tv director of Biow Co., N. Y., named manager of radio-tv department, J. Walter Thompson Co., Chicago, effective today (Mon.). He succeeds **PETER A. CAVALLO JR.,** who joined McCann-Erickson, N. Y., April 15 as vice president and associate radio-tv director [B•T, March 15].

THOMAS W. SARNOFF, director of production and business affairs of NBC's Pacific Div., named to board of Kagran Corp. (NBC subsidiary). The son of Brig. Gen. David Sarnoff, RCA board chairman, and brother of NBC President Robert W. Sarnoff, he joined NBC in 1953 as assistant to director of production and finance of Pacific Div., after having held production assignments with ABC-TV and MGM.

HAROLD S. GENEEN, vice president and controller of Jones & Loughlin Steel Corp., Pittsburgh, has resigned to join Raytheon Mfg. Co., Waltham, Mass., as executive vice president.

ROBERT J. FLOOD, previously with Richard S. Robbins Co., N. Y., tv merchandising and promotion company, and Rogers & Cowan, N. Y., public relations organization, named public relations supervisor, Dancer-Fitzgerald-Sample, N. Y.

PHILLIP L. TOMALIN, radio-tv department, Biow Co., to Ogilvy, Benson & Mather, N. Y., as associate radio-tv director. **MICHAEL BENDROR,** formerly with Revlon Products Corp., to Ogilvy as account executive.

BILL PARRY, radio-tv director of Pacific Coast Conference for two years, named executive director of sports for KNX Los Angeles and Columbia Pacific Radio Network. In 1950, Mr. Parry founded Sportsvision, television producing organization specializing in filmed sports events. He sold out in 1954.

ROBERT J. MYERS, western district manager of DuMont transmitter department, has left Allen B. DuMont Labs as result of recent staff curtailment (see page 96).

Warner Bros. Features Sale Gets Capital Gains Sanction

SALE of entire Warner Bros. library of features and shorts to Lou Chesler's PRM Inc. can be computed as capital gain for tax purposes under Treasury Dept. ruling, clearing way for formal closing of $21 million deal. PRM Inc. already has arranged sales of Warner films through Elliot Hyman's Associated Artists Productions and Dominant Pictures, theatrical subsidiary. Some AAP sales include entire Warner catalog while others have been for blocks of pictures, it was reported. Dominant has set up its own sales offices in various key cities. National sales meeting scheduled June 15-16 in New York by Associated with Bob Rich, general sales manager, in charge. AAP has 15 salesmen on road.

Group Asks Wyoming Channel

PRINCIPALS in Harriscope Inc., Beverly Hills, Calif., tv film production-distribution firm, have filed application with FCC seeking tv ch. 2 at Casper, Wyo.

Harriscope partners are Burt I. Harris (40%), his cousin Irving B. Harris (40%) and Don Paul Nathanson (20%), president of North Adv., Chicago, and former vice president of Weiss & Geller agency in same city. Irving Harris is former vice president, currently director of Toni Div., Gillette Co.; Mr. Nathanson is former advertising director of same division.

the week in brief

INSIDE STORY OF A NETWORK

CBS-TV explains, in detailed memorandum to Senate Commerce Committee, how a television network operates, where its money comes from and goes, how advertisers buy and use network television 27

TV RATE REGULATION POSSIBLE

Sen. John Bricker says time "may come" when tv networks should be given "full public utility regulation," probably including fixing of advertising rates 29

DIARY VALIDITY UPHELD

ABC study shows diary ratings only "shade" higher than those of telephone coincidental method, establishes "important" differences between tune-in and viewing 35

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Broadcasting Publications Inc.
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THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

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SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00. Annual subscription including BROADCASTING Yearbook (53d issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00. Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00. Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $3.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, 1735 DeSales St., N.W., Washington 6, D. C. Give both old and new addresses, including postal zone numbers. Post office will not forward issues.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.
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A STEP AHEAD
IN RATINGS...POWER...PROGRAMMING!

WJBK-TV

CHANNEL 2 DETROIT

Dominates

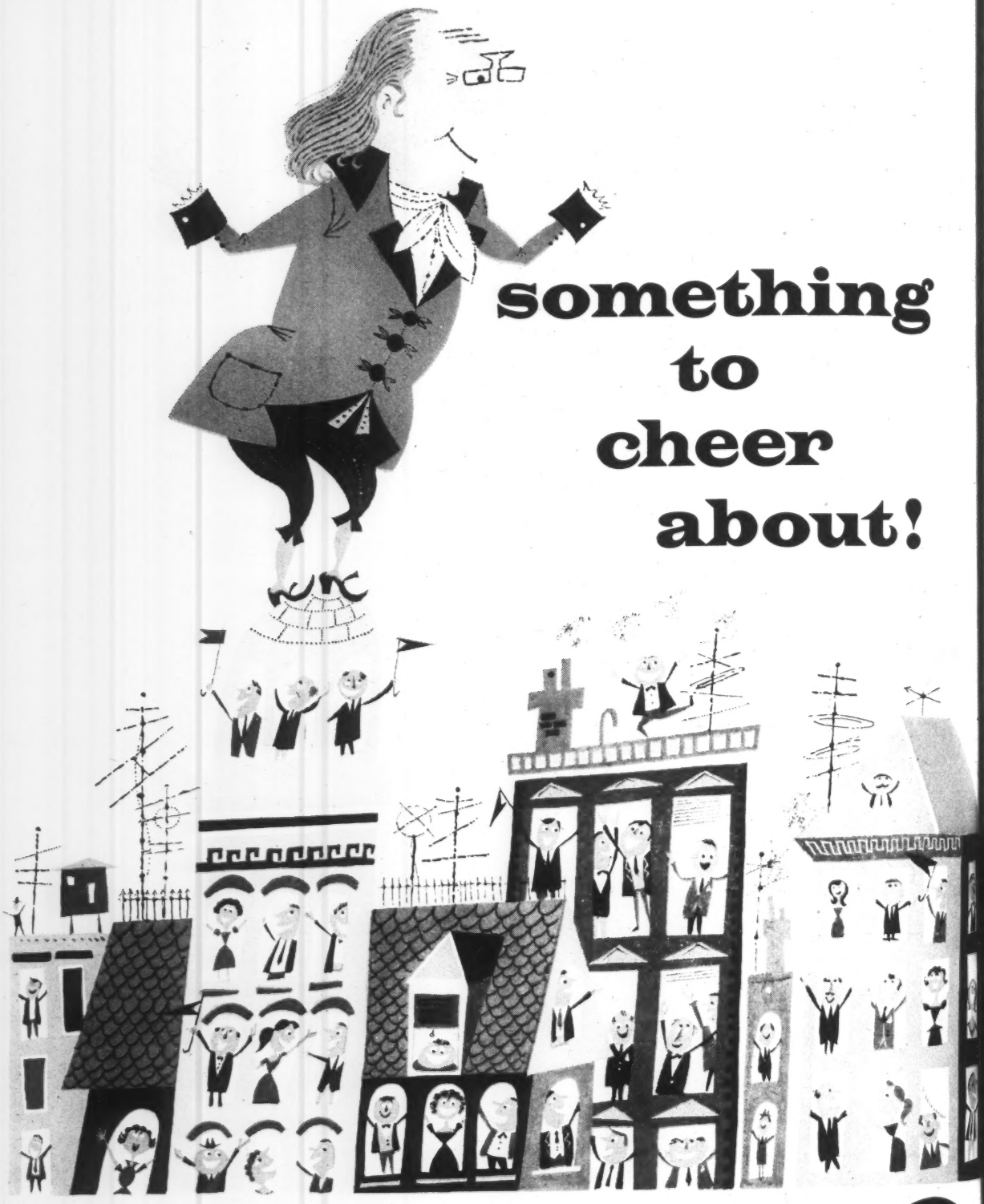
IN SOUTHEASTERN MICHIGAN

No. 1 in Detroit (Pulse and ARB) . . . No. 1 Outstate (ARB Annual Outstate Market Surveys) . . . Tops in programming (both CBS and local) . . . terrific in power (100,000 watts, 1,057-ft. tower) . . . and soon, magnificent new studios with miles-ahead facilities!

Take the big step ahead! Put your sales message way out front on Detroit's Channel 2 and watch that sales curve climb!

A STORER STATION

Represented by
THE KATZ AGENCY, INC.
STORER NATIONAL SALES OFFICE
118 E. 57th, New York 22,
MUrray Hill 8-8630



WRCV AND WRCV-TV, PHILADELPHIA, ARE SOLD BY NBC

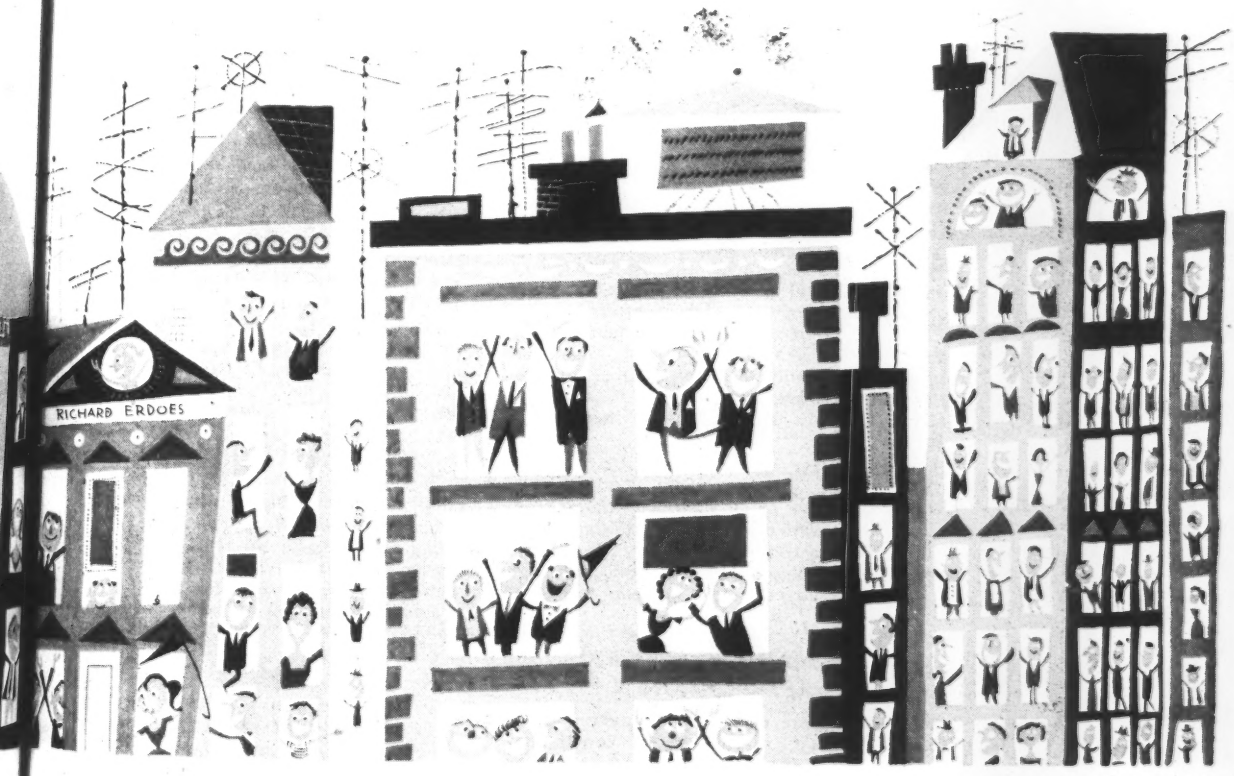
Recently, Philadelphia turned out in force to welcome and honor WRCV and WRCV-TV, newest members of the NBC Spot Sales family.

After a spectacular parade to City Hall, Philadelphia's Mayor Richardson Dilworth presented Lloyd E. Yoder, Manager of these new NBC Owned Stations, with the Key to the City!

This warm demonstration of welcome is characteristic of the way in which *all* NBC Spot Sales stations are regarded in their communities. You'll find the same quality of showmanship and the will to serve in each of them. Each is familiar with its audience, sensitive to local sights and sounds that make popular programming. Each serves its advertisers, as it serves its public, with pride and responsibility.

Like WRCV and WRCV-TV in Philadelphia, *every one* of the stations represented by NBC Spot Sales is something to cheer about. Each can provide *your product* with the warmest reception it's ever had in its market.

There's always something extra on the stations represented by NBC Spot Sales.



SPOT SALES

REPRESENTING THESE LEADERSHIP STATIONS:

NEW YORK **WRCA, WRCA-TV**
SCHENECTADY-ALBANY-TROY **WRGB**
PHILADELPHIA **WRCV, WRCV-TV**
WASHINGTON **WRC, WRC-TV**
MIAMI **WCKT**
BUFFALO **WBUF-TV**
LOUISVILLE **WAVE, WAVE-TV**
CHICAGO **WMAQ, WNBQ**
ST. LOUIS **KSD, KSD-TV**
DENVER **KOA, KOA-TV**
SEATTLE **KOMO, KOMO-TV**
LOS ANGELES **KRCA**
PORTLAND, ORE. **KPTV**
SAN FRANCISCO **KNBC**
HONOLULU **KGU, KONA-TV**

NBC WESTERN RADIO NETWORK

To date, every political message important in Texas has reached the Lubbock market via KDUB-TV — Texas' basic buy.

The KDUB—KPAR-TV combination is the economical way to reach over 187,780 sets in West Texas.

CBS

K·DUB stations

KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE-SWEETWATER, TEXAS
KDUB-AM
LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY
President and Gen. Mgr., W. D. "DUB" ROGERS
National Sales Mgr. E. A. "Buzz" Hassett

IN REVIEW

IT COULD BE YOU

AND it could be that this new product of the Ralph Edwards mill will find itself a big audience, each member hoping to be tapped for glory (or ignominy) by the Edwards sleuths.

This espionage system could be formidable in the service of some aggressive government. Intimate bits of life—a woman has exasperated her husband by hanging the wash on their tv antenna; another in the audience hid her report card from her mother 17 years ago—are ferreted out and revealed on the show. For the home viewer there is a delivery of anniversary flowers, or advice to Mrs. Smith in Dubuque to watch tomorrow for her surprise. And there's the Edwards signature act, the bang-up ending when long-separated loved ones (flown in by TWA) are reunited, as the audience drowns in a sea of raw emotion. Bracketing the acts is the same dreary organ that's been heard on daytime radio and tv for a quarter-century or more.

But the Edwards tricks even now are causing the calculated number of pounding hearts around the country. And with m.c. Bill Leyden doing his humorous and talented best, *It Could Be You* could become a daytime standard.

Production costs: Approximately $35,000 weekly.
Telecast Monday through Friday, noon-12:30 EDT on NBC-TV.
Producer: Steve Hatos; executive producer: Paul Edwards; director: Stuart Phelps; writers: Les Raddatz, Les Crutchfield; created by Ralph Edwards.

GOING PLACES

AS A SUMMER replacement for *Super Circus* in the Sunday afternoon 5-6 p.m. period, ABC-TV's *Going Places* started out June 3 with enough thrills and wild life to satisfy any circus fan. The only notable lack was comedy; Miami's Seaquarium, where the program originated, had no substitute for *Super Circus'* clowns. Perhaps this handicap will be overcome in subsequent telecasts from Hialeah Park, the Parrot Jungle, Spanish Monastery and other Miami area tourist attractions. Jack Gregson was adequate as master of ceremonies; Phyllis Newman was cute to see and hear as the show's singer and the acrobats and aquabats were skillfully thrilling, but the fish, turtles and porpoises, just by acting their natural selves, stole the show from the human performers.

Production costs: Approximately $15,000.
Telecast Sun., 5-6 p.m. EDT, on ABC-TV, originated live by WITV (TV) Miami, from various locations in and around Miami, with participating sponsors.
Producer: Ed Kean; executive producer: Martin Stone; director: Jack Sameth; master of ceremonies: Jack Gregson.

O'HOOLIHAN AND THE LEPRECHAUN

SURE and there were great goings-on in the best (or worst, if you prefer) low-comedy Irish traditions on CBS-TV June 3, when the *General Electric Theatre* chose to present the story of a misguided leprechaun who, substituting for an ailing banshee, came to escort the soul of O'Hoolihan to the land of the fairies and found himself at a wedding party instead of a wake. The plot was so complicated and the action so fast that the viewer had no time to find fault with its implausibilities or do anything but keep on watching and laughing.

Highspots for one amused viewer: The adroit way in which the progress of the wedding party from gaiety to shambles was graphically reported by shadows and sound effects. The solemn deliberations of E. G. Marshall, as O'Hoolihan, and Roddy McDowall, as the leprechaun, of how best to rectify the mistake without turning the bridegroom into a corpse. The transition of Meg, the militant bride, into Meg, the meek wife, brilliantly and comically performed by Anne Jackson.

Production costs: Approximately $35,000.
Sponsored by General Electric Co. through BBDO, Sun., 9-9:30 p.m. EDT.
Host: Ronald Reagan.
Producer: Lee Davis; executive producer: Mort Abrahams; director: Don Medford; writer: George Lowther; costume designer: Gene Coffin; set director: John Robert Lloyd.

A BELL FOR ADANO

AT AROUND 11 p.m. last Saturday, our 17-year-old neighbor who had dropped in to see the *Ford Star Jubilee* was moved to speak—at last. "For this," he demanded to know, "they gave it a Pulitzer Prize?"

"This," we should hasten to point out, was the Arthur Schwartz-Howard Dietz musical version of John Hersey's 1944 Pulitzer Prize-winning *A Bell for Adano*, which our friend was too young to read at the time. (Nor was he old enough to see Paul Osborn's 1945 stage version with Fredric March or to appreciate the 1947 film starring the late John Hodiak.)

"No," we reassured him, "not for 'this'."

Advance reports from Television City had it that CBS-TV programming officials "saw" in *Adano* a perfect vehicle for musical adaptation. Perhaps the word "vehicle" blinded the Ford people, or maybe the smog was unusually heavy the day this thing was gone over in story conference. At any rate, we can only say that the emasculation of John Hersey's tale of the democratization of a war-battered Sicilian village and its people was criminal.

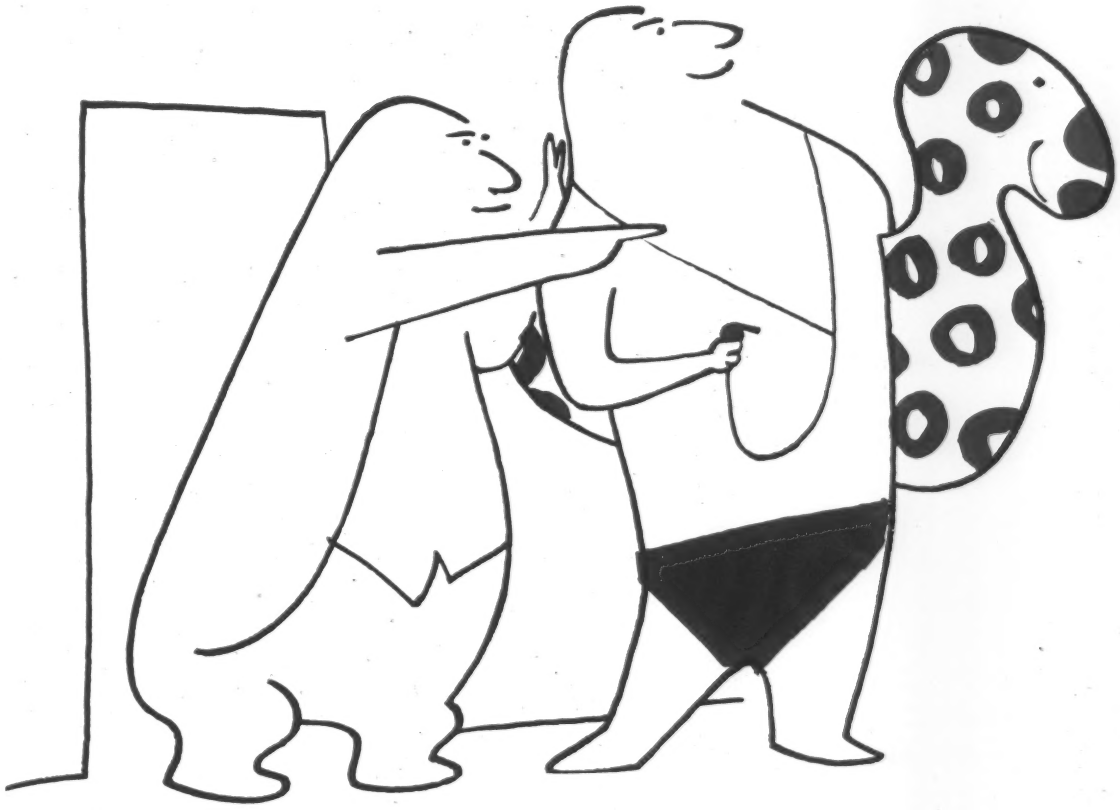
Production costs: $250,000.
Sponsored by Ford Div., Ford Motor Co., Dearborn, Mich., through J. Walter Thompson Co., N. Y., on CBS-TV, every-fourth-Saturday, 9:30-11 p.m. EDT.
Tv adaptation of the John Hersey book and Paul Osborn play by Robert Buckner; words and music: Howard Dietz and Arthur Schwartz; director: Paul Nickell; producer: Arthur Schwartz; executive producer: Harry Ackerman; conductor-arranger: David Rose; art: Robert Tyler Lee; assoc. director: John Orbison.
Cast: Barry Sullivan, Anna Maria Alberghetti, Eddie Firestone, Herb Patterson, Jay Novello, Edwin Steffe, Frank Yaconelli, Ernest Sarracino, Frank Puglia, Hugh Sanders, James Howell, Mario Siletti, Lisa Fusaro, Naomi Stevens, Micheal Vallon, Paul Picerni, John Dennis, Ross Ford, Charles LaTorre.

BOOKS

AUDIO CONTROL HANDBOOK FOR RADIO AND TV BROADCASTING, by Robert S. Oringel. Hastings House, 41 E. 50th St., New York 22, N. Y. 145 pp. $6.50.

FOR THE growing number of people without technical training who are employed today in studio operations this handbook is published. The author, broadcast engineer of the Voice of America, describes in non-technical language and with a full complement of pictures each piece of equipment used in audio control and the way in which it is used in broadcasting. As he states in his preface, the volume is "not a technical book. It is rather, a 'how-to' manual."

Another thinly disguised WJR success story



OK, son, get out there and sell real estate!

Not exactly dressed for it, you say? Well, one of WJR's advertisers does it.

He sells lake front lots. They're far enough off the beaten path to miss normal weekend traffic.

This chap makes it worth while. "Pack a picnic," he says. "Bring your bathing suits. Use the beach," he says. "After all, if you buy a lot, it's your beach."

The beach was swarming with buyers. He sold out his first lots—fast.

We wouldn't say it was all our doing, either. We merely point out this fellow with ideas who knows that WJR is the best way to get ideas across.

He's back again—back to that faithful audience only WJR gives him in the market.

Only WJR? If in doubt, here's what Alfred Politz Research, Inc. found out about us in his latest listener survey:

Politz found that 41 percent of all the adults in the area surveyed listen to WJR alone—day after day.

That's tough to match. Our advertisers—people who move goods fast in Detroit and the Great Lakes market—know it.

Your ad manager should know it, too. For all the details on WJR see your Henry I. Christal representative.

The Great Voice of the Great Lakes

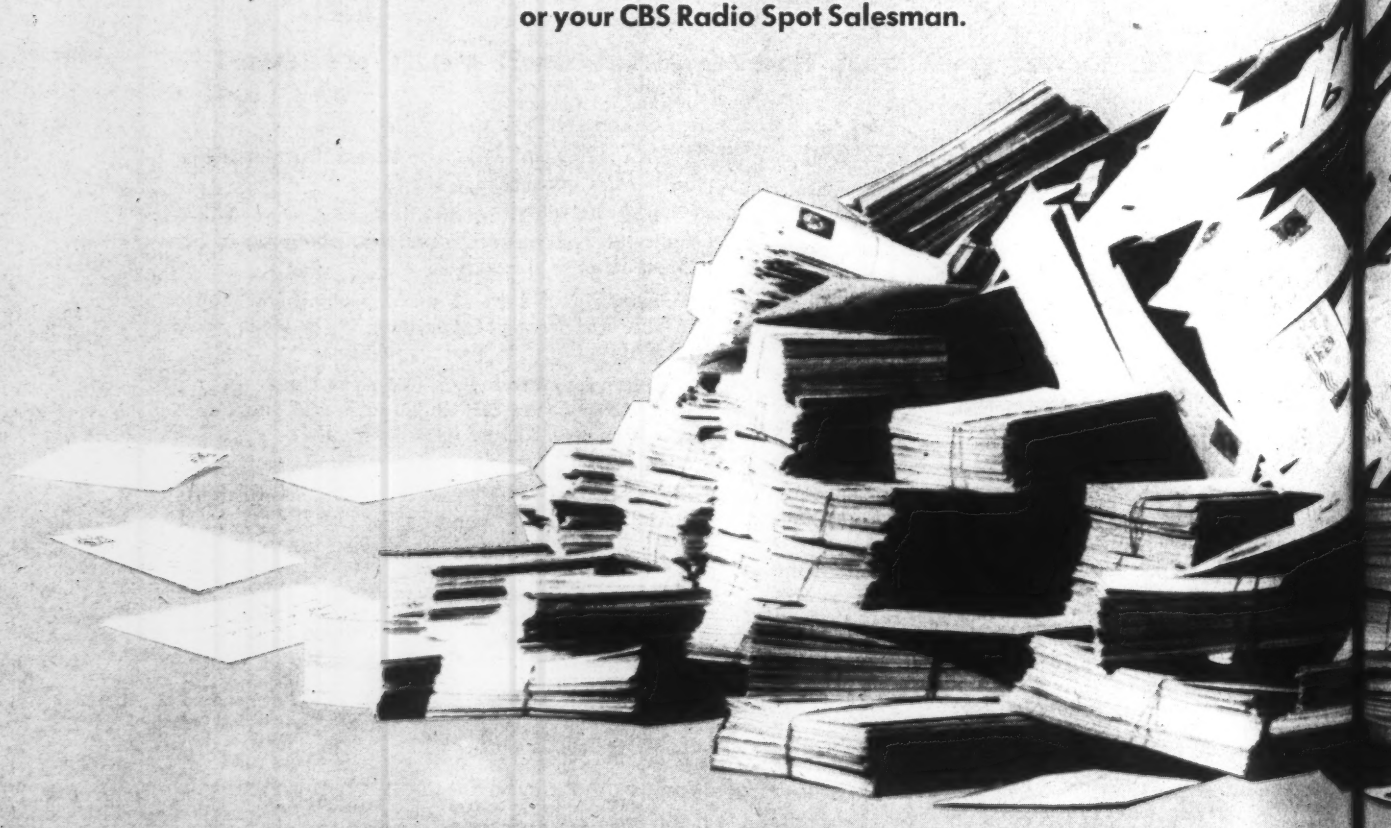
WJR *Detroit*

50,000 Watts CBS Radio Network

Here's WJR's primary coverage area. Write us for your free copy of the Politz report or ask your Henry I. Christal Co. man.

A QUARTER OF A MILLION

This mountain came to KMOX during National Radio Week . . . a mountain of 251,038 pieces of mail in *only seven days.* KMOX local personalities and feature programs gave a "radio-a-day" during Radio Week, and listeners reacted with the kind of immediate "audimated" mass response that *only* KMOX can deliver in the St. Louis market. For mass sales response in the Mid-Mississippi Valley, call KMOX, CEntral 1-8240, or your CBS Radio Spot Salesman.



POSTCARDS IN SEVEN DAYS!

KMOX

THE VOICE OF ST. LOUIS · CBS OWNED—50,000 WATTS

This Personality
SELLS
To The People Who
BUY
In The
Textile Center
of the World

The Earl of Country Music

Voted Greenville's Number One Disk-jockey by independent NEWSPAPER survey. (May-56)

Earl masters 'Wake Up, Carolina' part 2 from 8:00 to 8:40 AM and 'Country Music Time' from 10:00 to 11:00 AM daily. Ratings? They're tops! He's a favorite in WESC's 105 COUNTY coverage.

RADIO
WESC
"660 IN DIXIE"
FIRST IN GREENVILLE, S.C.

REPRESENTED
BY RAMBEAU
SOUTHERN - CLARKE BROWN

5000 WATTS
THE CLEAR CHANNEL
VOICE OF GREENVILLE

OPEN MIKE

Questions for Mr. McLendon

EDITOR:

I have just finished reading, "News—The Ace Up Radio's Sleeve" [B•T, March 19]. Although I agree wth Mr. McLendon on a number of points in his article, I would like to take issue with him on several statements.

On the point of radio editorials, Mr. McLendon states that his stations "don't run editorials unless we have something to editorialize about." This is all well and good, but why doesn't the same hold true for radio interviewing via beeper-phone? Mr. McLendon states that the telephone-beeper is employed frequently to aid the news story, but what concrete value is there in placing a telephone call to Moscow just to hear an ambassador say "Hello"? Is this good news? Has an interview of this sort added any value to the news item? . . .

Another point which the author makes is that news gathering at KLIF is a happy chore. Undoubtedly this is so, but is the listener equally happy and in a receptive frame of mind, after hearing five times in less than an hour that a fire is burning in Hogan's Alley? . . . It would seem to me that this oversaturation of news broadcasting would tend to deafen the listener's ear.

Michael D'Angelo Jr., Prod. Dir.
American Forces Korea Network

Mythical Price Tag

EDITOR:

I note in your May 28 issue that a statement was made in connection with the recent approval by the FCC of translator tv stations that the cost of equipment for such stations would be $1,000.

Actually no such equipment is available on the market as far as I know and our unit will sell for $2,750, including tubes, crystal and transmitting antenna. Extras involved will be a vhf receiving antenna, a shack to house the equipment, a supporting structure for the antennas and the cost of running power lines in.

The $1,000 figure was floating around about six months ago and probably resulted from a question put to me by one of the commissioners who asked if a $1,000 figure would be feasible if the equipments were built in quantities of 1,000. I answered that it would be feasible. Since then the equipment has become more complicated and the quantities are not expected to reach 1,000 for any one production; hence the higher cost.

I would appreciate your squaring this away because we are already receiving adverse comments concerning the mythical $1,000 equipment.

Ben Adler, Pres.
Adler Electronics Inc.
New Rochelle, N. Y.

Public Spirited Performers

EDITOR:

In Marie Torre's column in the *New York Herald Tribune* she blasted "the thankless nature of tv and radio stars" in an item headed "A Case of Unrequited Love." The column described an ad agency's frustration in attempting to line up performers for a public service chore in connection with a New York City campaign against juvenile delinquency.

It just happens that the Institute for Democratic Education, which has been producing public service broadcasts for the last ten years, had much the same idea at about the same time as the ad agency to whom Miss Torre refers. We felt that teenagers would respond favorably to straight-from-the-shoulder appeals from radio and tv stars they idolize on such subjects as respect for the rights of others, democratic living, brotherhood, good citizenship and law and order. So . . . in April we released a library of 23 celebrity spots to disc jockeys and program managers of radio stations across the country.

We managed to assemble a pretty fair cast consisting of Ed Sullivan, Martha Raye, Mitch Miller, Steve Allen, Count Basie, Jose Ferrer, Rosemary Clooney, Patti Page, Guy Lombardo, Ralph Flanagan, Vaughn Monroe, Cab Calloway, Bill Hayes, Harry Belafonte, Frankie Laine and Julius La Rosa. . . .

The recordings have been requested by and are in use on over 500 radio stations to date. Practically every star we approached to participate in this project responded favorably and cooperated fully. Those who couldn't make the recording dates because of the press of other engagements asked for a raincheck! . . . We pay scale for all talent and more often than not we find stars sending their own checks back to us as contributions a few days after the broadcast.

On the basis of our long experience in public service broadcasting we want to go on record with the unqualified statement that no group in American life is more conscious of its community responsibilities or more willing to contribute time and effort to decent causes than the performing artists in every phase of show business. And that goes for their guilds and unions as well. AFTRA, SAG, Equity and AFM have always extended every consideration to the Institute. . . .

Maury J. Glaubman, Program Dir.
Institute of Democratic Education
New York City

Filling Them in on Fm

EDITOR:

. . . I am writing to request your permission to allow us to photostat the page which summarizes the Maxon report on fm broadcasting in order that we can reproduce it for distribution to potential sponsors in the area.

I am associated with William Colin Kirk in the construction of a new fm good music radio station to serve the Denver area. We will actually be the second fm good music station to serve this area. So we would doubly appreciate the privilege of being able to duplicate your article and be the station to really fill the local people in on the fm situation.

Irving C. Jackson
Lakewood, Colo.

[EDITOR'S NOTE: Permission freely granted, with credit to B•T.]

EDITOR:

Please send and bill us for 50 copies of the article concerning the Maxon Agency and its fm study . . .

Ben Strouse, President
WWDC-AM-FM Washington, D. C.

Free Loading

EDITOR:

Congratulations on a very effective exposure of "free loading on the air" in your May 21 issue.

While this practice [of sneaking mentions of commercial products into programs] is of minor effect on a small radio station, the cumulative damage to the entire broadcasting industry is such that everyone is affected and should be interested.

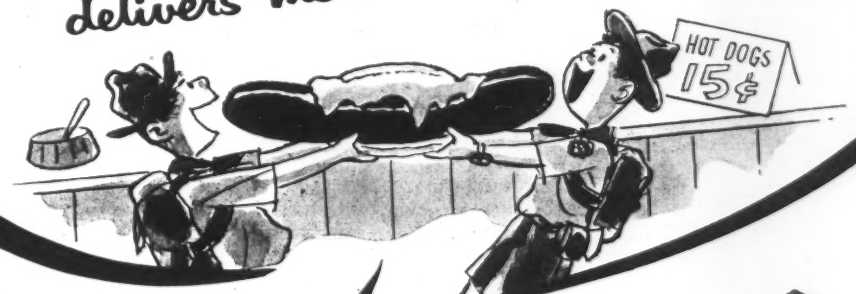
Keep up the fine work of protecting our industry from attacks without and within.

R. T. Mason, Pres.
WMRN Marion, Ohio

IN INLAND CALIFORNIA (AND WESTERN NEVADA)

BEELINE® RADIO

delivers more for the money



...JUST LOOK AT

KFBK

THE BEELINE'S 50,000 WATT SACRAMENTO STATION

KFBK has more top rated daytime shows ... 9 out of the 10 most popular daytime programs in the Sacramento area are KFBK shows, reports latest Pulse.

KFBK has greater coverage than any competitive station, daytime or nighttime. (SAMS)

KFBK has a greater FCC contour, daytime and nighttime, than any competitive station.

Beeline stations, purchased as a unit, give you more listeners in Inland California and Western Nevada than any competitive combination of local stations . . . and at the lowest cost per thousand. (SAMS & SR&D)

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • Paul H. Raymer Co., National Representative

Not Just Luck!

makes WREX-TV TOPS IN SALES POWER

(1) Program Promotion — the kind that won WREX-TV four top awards this year!

(2) Market Coverage — positive coverage of Southern Wisconsin and Northern Illinois — representing a multi-billion dollar sales area — industrial and agricultural!

(3) Best in Network Programming — plus high-rated syndicated and feature film programs — provides peak round-the-clock viewing.

NOT JUST LUCK, but these three important factors make WREX-TV the choice of Time Buyers and Viewers alike.

WREX-TV
ROCKFORD, ILLINOIS
channel 13
CBS-ABC AFFILIATIONS
telecasting in color
represented by
H-R TELEVISION, INC.

our respects

to FREDERICK ANDREW SEATON

ALTHOUGH Fred Seaton, broadcaster, publisher and farmer, prefers the privacy of his midwest enterprises, he's likely to be a public figure as long as President Eisenhower is in the White House. Now, as the just-confirmed Secretary of the Interior, he will be a headline target every time he makes an important decision.

Secretary Seaton has behind him a quarter-century of broadcast experience plus two-score years of newspaper work. His media career started at the age of six in the composing room of his father's *Manhattan* (Kan.) *Mercury*. Perched atop a boiler-plate box mounted on a stool, he learned to set type out of the case. All through his public school years he worked on the paper, doing every job in the plant.

He got into radio at Kansas State College of Agriculture & Applied Science (now Kansas State), broadcasting all types of sports events on KSAC, the college station. Since KSAC split time with WIBW Topeka, his voice was carried on both stations. Before diploma time he had become involved in a student revolt over archaic curricula and left the campus without a degree, an oversight repaired 25 years later when he received an honorary doctorate.

For a time he freelanced around the midwest as sports announcer and reporter, and in 1931 turned down a CBS offer—"a lot of money in those days," as he put it. Instead he went to Hastings, Neb., joining his father and brother, Richard M., becoming general manager of the *Hastings Tribune* which the family had just purchased. They started KHAS Hastings in 1941 and Fred Seaton became president. He still holds the post, among other media responsibilities. When the *Coffeyville* (Kan.) *Journal* was acquired, KGGF became the second Seaton radio station. They started KMAN Manhattan in 1950 and just last Jan. 1 opened KHAS-TV in Hastings. Newspaper properties include journals in the three cities already mentioned plus Winfield, Kan.; Alliance, Neb.; Lead and Deadwood, S. D., and Sheridan, Wyo. The Seaton-published *Western Farm Life* has 170,000 circulation and there are weeklies in Deadwood and Manhattan.

The Seatons operate each property as a separate corporation, with their key executives owning up to 49% of stock purchased out of earnings plus any capital they contribute. They hold stock as long as they are connected with the firm. No stock is held by the public.

Secretary Seaton's quarter-century in radio has given him decided views on how a broadcast station should be operated. Because of his mechanical background he insists that each enterprise have the best possible physical equipment. As to programs: "If a station carries inadequate public service programming there's no excuse for its existence. Radio must have a heart and a conscience." And as to radio's future, "There's nothing dead about radio—only about some radio operators. It's future is unlimited."

Some phases of the secretary's White House activity since he joined the executive staff three years ago are hard to pin-point. Even before that time he had been credited with framing the strategy employed when Vice President Nixon became a controversial figure in the 1952 political campaign because of contributions.

Since that time he has been chief trouble-shooter in many White House incidents, a role he will continue in the new post. It's known, too, that the President consulted him constantly, along with James C. Hagerty, news secretary, in developing radio-tv contacts with the nation. These include the recorded telecasting of all presidential news conferences.

The story of Secretary Seaton's entrance into political life started over a score of years ago when he was chairman of a Kansas Young Republican group. At that time Sen. Frank Carlson (R-Kan.) was chairman of the senior party organization. Mr. Seaton became secretary to former Gov. Alf M. Landon of Kansas during the latter's 1936 presidential campaign and in 1948 was executive secretary to Harold E. Stassen, Republican aspirant to the Presidency. In 1951 he was named to fill the unexpired term following the death of Sen. Kenneth S. Wherry, but did not seek re-election.

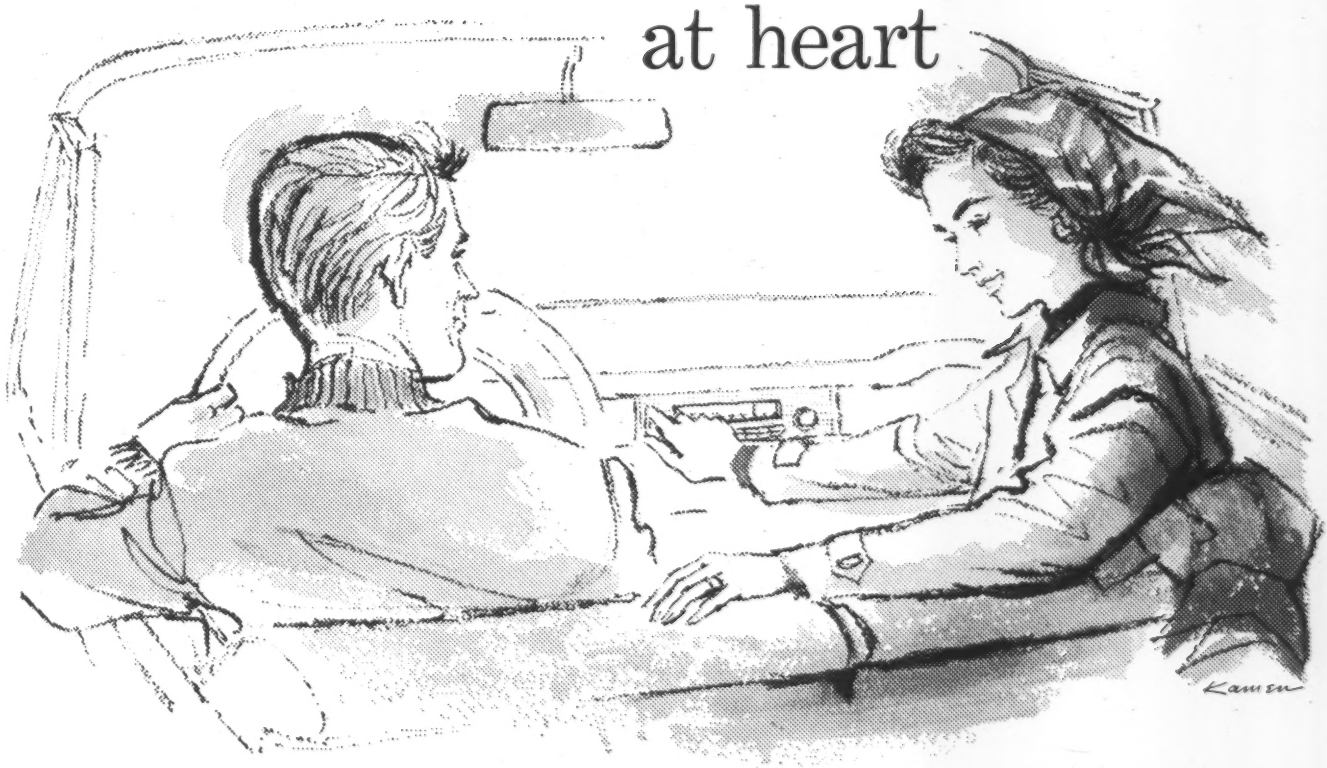
His friendship with the President began early in the present decade when he and Mrs. Seaton visited their friend, Gen. Alfred M. Gruenther, in Paris. They were in Europe completing arrangements to adopt two war orphans. Gen. Eisenhower was a guest at the Gruenther home at the time and the two became friends.

While Secretary Seaton was active in the 1952 Eisenhower campaign, he made clear that he would not accept another Washington assignment. The Seaton farm just west of Hastings, with cattle and fodder, holds his interest along with management of the media enterprises. In 1953, however, Pentagon public relations problems became acute so he packed up and returned to Washington in response to a presidential summons. He became Assistant Secretary of Defense and served in key Pentagon activities until the President called him to the White House in February 1955.

A genial, obliging public official, he handles a crushing work-load with ease and has the knack of shifting mental gears every few minutes or seconds.

Frederick Andrew Seaton was born in Washington, D. C., Dec. 11, 1909, while his father was secretary to a senator. He met Mrs. Seaton, the former Gladys Dowd, at college. They have four children, all adopted. At Hastings he is active in the Episcopal church. Hobbies include hunting, fishing, stamps and old books.

the radio station for the young at heart



KLAVAN & FINCH • JERRY MARSHALL • HAL MOORE • BILL HARRINGTON • WILLIAM B. WILLIAMS • ROY ROSS • DICK SHEPARD • LONNY STARR

ART FORD • JACK LAZARE • BOB HOWARD • HENRY WALDEN • JOHN DALE

WNEW

Enjoyable music... *complete* news and weather... 24 hours a day

1130 on your radio dial

One of a series of advertisements appearing in the NEW YORK DAILY NEWS *and the* JOURNAL-AMERICAN *.. to attract more and more listeners to the most popular radio station in the world's greatest market.*

Represented by SIMMONS ASSOCIATES, INCORPORATED.

Claims Department

(Sweeping Eastern Iowa Division)

- In Eastern Iowa more people watch WMT-TV than any other station.
- The 25-county Area Pulse shows WMT-TV first in share of audience for 8 or 9 day parts measured, with 418 out of a possible 461 quarter-hour firsts.
- 15 of the top 15 once-a-week shows are on WMT-TV.
- 10 of the top 10 multi-weekly shows are on WMT-TV.
- Separate reports for 3 of Iowa's 6 largest markets show WMT-TV the overwhelming favorite in each.
- *Dateline Iowa* (early evening news) and the 10:30 *Night News* attract a greater average audience than *any* show, network or otherwise, on any other station in Eastern Iowa.
- The noon weather and market report is among the top 10 multi-weekly shows (with 69% of the audience).
- Marshall "J" (spur-and-bridle operator) attracts more small fry than any other children's program, including a mouse, programmed opposite, who comes in second.
- No other tv station whose mail address is Cedar Rapids has The Katz Agency as its national reps.

RAY STRICKER

on all accounts

SOUTHWEST and midwest radio-tv advertisers and broadcasters for nearly 30 years have been exposed to the creative and time-buying talents of Ray Stricker, vice president of Maxon Inc., Chicago. And for such clients as Dodge, Dr. Pepper, Hotpoint Co. and Gillette Safety Razor Co., among others, the exposure has been a successful one.

Mr. Stricker joined Maxon March 1, after 18 years with Ruthrauff & Ryan in St. Louis and Chicago, first as an account executive and client relations specialist and later as a vice president.

Raymond C. Stricker originally planned an art career in St. Louis, where he was born Aug. 7, 1908. He attended Central High School and received private tutoring in art. While still in high school, he worked as a copy cub during the summers on the *St. Louis Times*. When only 16 he covered the old St. Louis Browns of the American League.

In 1927 he became advertising manager of the St. Louis Music Co., a mail order house for phonograph records, leaving there a year later to join the art department of D'Arcy Adv.

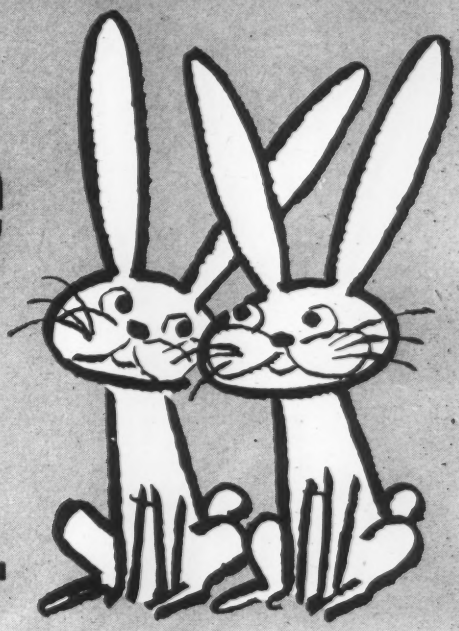
The following year (1929), young Stricker returned to the job of advertising manager, this time for the St. Louis zone of Buick Motor Co. (Vesper Buick distributor). A short time later he moved to Shaffer-Brennan Adv. Co. (now Shaffer-Brennan-Margulis), St. Louis. After another fling at art, he moved to account work, charged with bringing in new clients and writing and servicing their accounts.

He joined Ruthrauff & Ryan in St. Louis May 1, 1938, and, on the strength of his automotive background, was assigned to the Dodge account, buying time in Texas, Oklahoma and Missouri. He helped R&R open its Houston office in 1940 and its Dallas branch (with the acquisition of the Dr. Pepper account) in 1949. He was elected a vice president of the agency in September 1949 and transferred from St. Louis to the Chicago office three years later.

An "old timer" in the use of radio, Mr. Stricker has joined an agency that is traditionally radio-tv minded and expects to bill approximately $30 million in all media during the current year. Radio will continue to prosper, he says, and predicts an "era of prosperity that will dwarf anything in the past."

Mr. Stricker married the former May V. Eichlag of St. Louis June 1, 1929, and they make their home in Wilmette, Ill. His love of art is apparent in one of his leisure-time pursuits, watercolor painting. Another favorite pastime is gardening.

they're all ears...



for the **116 NEWSCASTS** they hear each week on **WSAM** in Saginaw!

No wonder WSAM's listening audience is multiplying by leaps and bounds! 116 times a week Saginaw folks perk up their ears to WSAM newscasts, morning, afternoon and evening. It's a big, wonderful, receptive audience . . . ALL EARS for your sales message as well!

SAVE.. up to 15%

By Buying 2 or More of these Powerful Stations

WKMH Dearborn-Detroit · **WKMF** Flint, Mich. · **WKHM** Jackson, Mich. (Jackson Broadcasting & Television Corp.) · **WSAM** Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

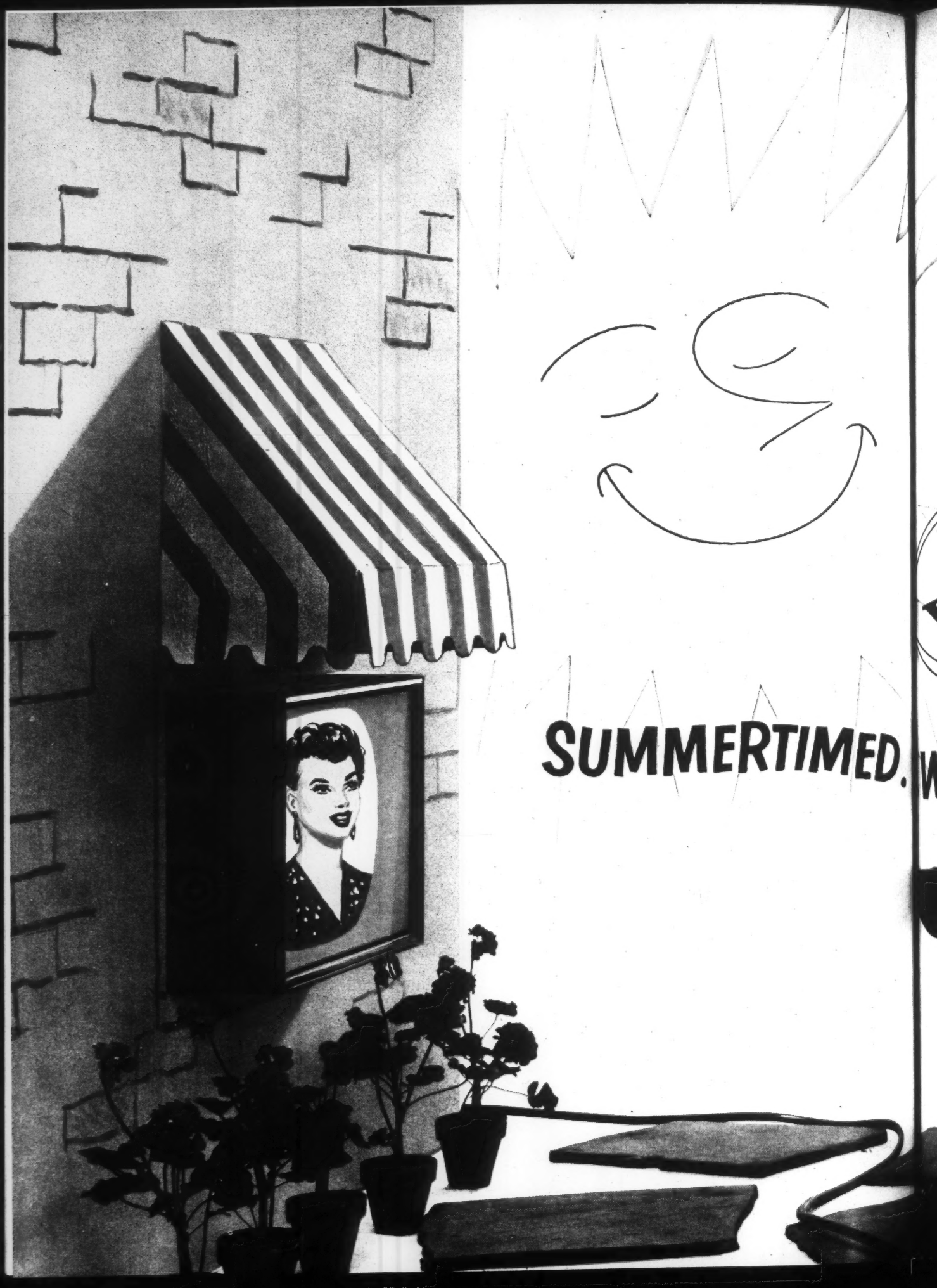
WSAM SAGINAW MICHIGAN

Fred A. Knorr, *Pres.*
Richard Schueher, *Mg. Director*

Represented by HEADLEY-REED

The Community Stations

KNORR BROADCASTING CORP.


SUMMERTIMED.

Hiatus? Not on WBZ-TV Boston! For 1956, we're *reversing* the usual trend of summer programming.

We're taking the kind of choice attractions and events that some people reserve for the winter season, and we're cramming them all into June, July and August.

Oh, there's a wonderful summer ahead in the country's sixth market, for WBZ-TV advertisers! *Be* one. Get information and availabilities before the best ones are taken. Phone Herb Massé, ALgonquin 4-5670, Boston or call A. W. "Bink" Dannenbaum, WBC National Sales Manager, MUrray Hill 7-0808, New York.

In Boston, no selling campaign is complete without the WBC Station . . .

WBZ 4 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
CLEVELAND—KYW	**CLEVELAND**—KYW-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

WBC

WBZ 4 TV

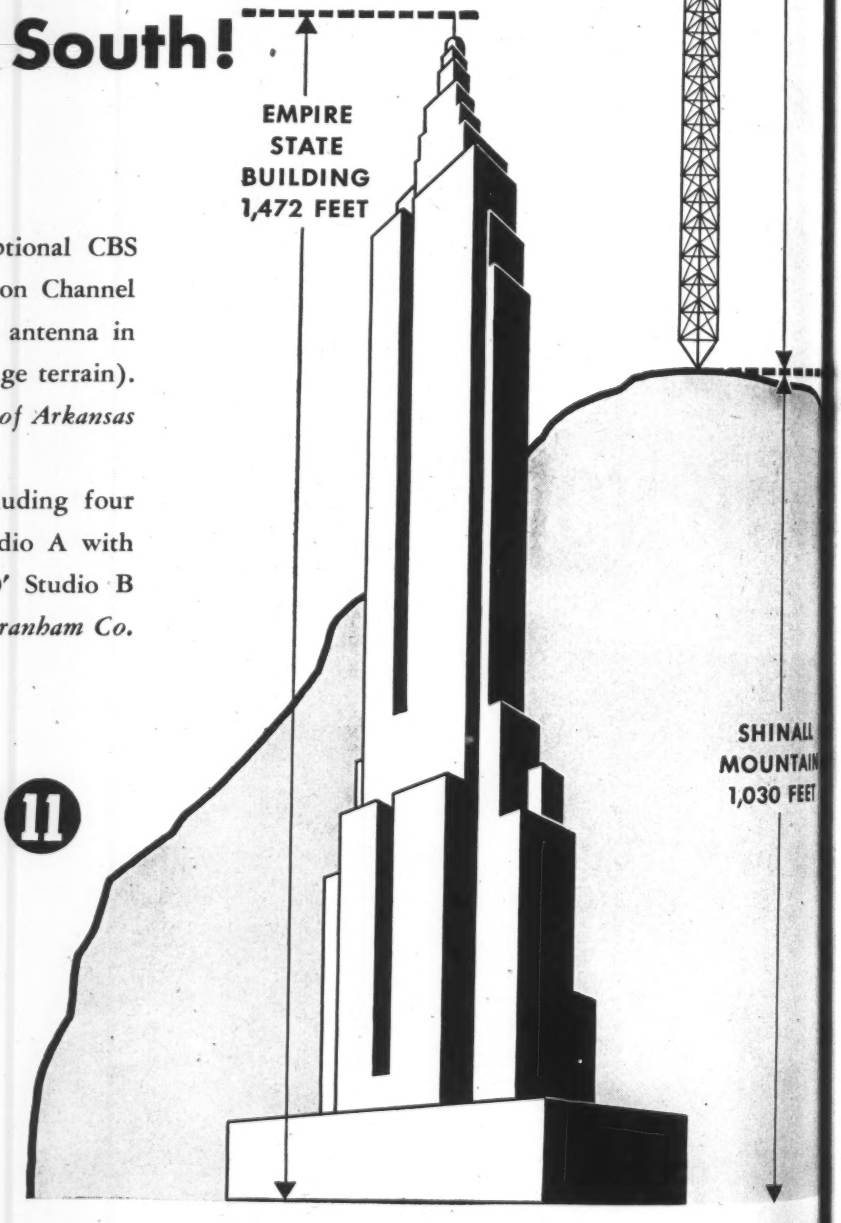
. WITH YOU IN MIND!

KTHV

CHANNEL 11
LITTLE ROCK

NOW CBS

Covers Over HALF of Arkansas, with the Highest Antenna in the Central South!



KTHV, Little Rock, went Basic Optional CBS on April 1—with maximum power, on Channel 11, and telecasting from the highest antenna in the Central South (1756′ above average terrain). *Good TV coverage of more than half of Arkansas is now an accomplished fact.*

KTHV has finest new facilities including four camera chains, a 40′ x 50′ x 24′ Studio A with 20′ revolving turn-table—a 30′ x 50′ Studio B with complete kitchen, etc. *Ask the Branham Co. for full details.*

CBS **316,000 Watts . . . Channel 11**

Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

Affiliated with KTHS, Little Rock and KWKH, Shreveport

BROADCASTING TELECASTING

June 11, 1956

Vol. 50, No. 24

CBS-TV TELLS INSIDE STORY OF TV NETWORK OPERATIONS

If they had the time and inclination, members of the Senate Commerce Committee last weekend could have learned a lot about the functions and fundamentals of television networking. In their possession was a 150-page primer prepared by CBS in anticipation of the testimony this week of Frank Stanton, CBS president.

Though it came from a partisan source and was frankly a defense of present network practices, the primer was a clear and comprehensive lesson in the complexities of network broadcasting. It explained, step-by-step, how a network functions, how advertisers use tv, how networks build and find the great volume of programming which they must present on regular, predictable schedules and why, in CBS's view, it would be fatal to the tv system to halter networking by more government regulation.

The primer was submitted in the form of a memorandum supplementing the testimony which Mr. Stanton will give tomorrow (June 12) as the first of three tv network presidents scheduled as witnesses this week in the Senate committee's investigation of network practices. Here B•T presents, in condensed text, excerpts of the CBS memorandum:

TODAY, over 34 million families in the United States have one or more television sets. They have invested $16.6 billion for the purchase and maintenance of these sets, and the latest figures show each family averages slightly over six hours a day watching television.

The universality of television in the United States is further evidenced by the fact that 99.2% of United States families live in areas which are within range of at least one television signal. More than seven out of ten United States families actually have television sets. Exclusive of educational stations, by March 1, 1956, there were 429 stations on the air, of which 393 were affiliated with a nationwide network.

Despite misconceptions to the contrary, in the vast majority of cases the American public has a considerable choice of service. A total of 9.4 out of every 10 television homes have a choice of two or more signals, while 8.7 out of every ten have a choice of three or more signals. The average television home has a choice of 5.1 different signals.

Thus the size of television today is established by the availability of televison signals, by set ownership, by the choice of programs available to each viewer and by the amount of viewing. But there is another important measure of television today—the advertisers' evaluation of television in the concrete form of their dollar investment in television advertising. From a volume of $57.8 million in 1949, advertising on television grew to more than $1 billion in 1955, far outstrippng the rate of growth of national advertising revenues for newspapers and magazines during that period.

There can be no serious question that the stimulus for television's growth and a basic, if not *the* basic, reason for its current size is *network* television.

The networks were active in the development of television long before most others now on the scene. By the end of 1930, both CBS and NBC had established television laboratories and had been licensed to operate experimental television stations. By the end of 1931, CBS was broadcasting on a regular schedule over its local station in New York. It was not until after the war, in 1946, however, that full scale broadcasting operations were possible.

But in the early postwar period there were few sets, numbering only in the tens of thousands. Because there were so few sets, there were few programs, since advertisers were unwilling to pay for programs which had such small potential audiences. Conversely, because there were so few programs, there was little incentive to purchase receivers. The industry was thus bound within a tight circle of economic frustration.

There was only one way to break out: to program far in excess of what was then justified by the number of sets, the potential viewers and advertiser interest. It was the television networks which, at enormous cost to themselves, broke the circle. They embarked on what was then an extremely uncertain and risky course. They provided the major entertainment programs and the broadcasts of popular sports events and important political events of national interest.

In priming the television network pump so as to lead to the flow that we know today, CBS, alone invested $53.1 million from 1934 through 1952, without a single year of network profit.

Today, through the networks and without paying any fee, the entire nation can see the Sadler's Wells Ballet, the World Series, "Peter Pan," "The Caine Mutiny Court-Martial," a debate between Leonard Hall and Paul Butler, a discussion of the Federal Constitution by Joseph Welch and an infinite variety of the best that the entertainment world has to offer. Never before have such opportunities for education and amusement been made so universally available, and on such a scale, to the people of any nation.

It should be emphasized that the only source of nationwide *live* programming is the networks. Only by live network programming can events of national interest be seen throughout the country as they happen. The entertainment and informative qualities of some film programs cannot be denied; indeed some programs require film and are better because of it. But good as film programs are, it is the live quality, the sense of seeing the actual event or performance taking place before the eyes of the viewer as he sits in his living room, that is the real magic of television. To remit television largely to film is to confine its ex-

citement, scope and impact, and even more important, it is to destroy the only effective means of nationwide visual communication to the entire country for national emergency purposes.

Evolution and Economics Of One Network Show

UNLIKE tangible manufactured products for mass consumption, the product which a network offers to the public—the network programs—is not fungible. Each program differs to a greater or lesser degree from the other; each has its own history, presents its own problems and has different requirements in terms of conception, production and costs. For purposes of this memorandum the full-hour drama entitled *Climax!*, broadcast on Thursdays from 8:30 to 9:30 p.m. (EST) and sponsored by the Chrysler Corp., has been chosen as illustrative of some of the functions of a network and some of its basic internal economics.

Climax! currently is broadcast over 164 CBS Television affiliates, of which 139 are in the United States and the remainder in Canada. The broadcast of March 1, 1956, was watched by more than 26,000,000 people in the United States. That was approximately 45.9% of all the people watching television at the time the program was broadcast. These figures are typical of the audience sizes which have been attained by *Climax!* this season.

In the fall of 1953 and spring of 1954, the hour between 8:30 and 9:30 p.m. (EST) on Thursdays was occupied on the CBS Television Network by two half-hour sponsored programs. Those two programs were broadcast weekly on a line-up which averaged 80 stations, and had an average weekly audience of less than 11,000,000 viewers, or 29.3% of the total audience watching television at that hour. Thus neither the public nor CBS Television affiliates were fully served, since during 8:30 to 9:30 p.m. less than half the number of affiliates were supplied with the programs and less than half as many viewers were tuning to CBS Television in 1954 as are currently tuning to it. As a result the sponsors were dissatisfied and one of the sponsors had issued a notice of cancellation.

Although the situation had crystallized in this fashion by the spring of 1954, actual detailed planning of the new program had begun late in 1953. The program department had felt that a half-hour time period, then commonly utilized for mystery dramas and melodramas, was insufficient for development of this type of program and hence after discussion, it was decided to adopt the concept of an hour program. In March 1954, although there was not yet a definite determination of what time period the program might ultimately fill, the actual preparation of *Climax!* began. Involved in the preparation were the research department, the program development department and the production department, each of which would necessarily play a part if the program were eventually to be broadcast in the fall of 1954.

By April 1954, 13 stories, representing an investment in excess of $40,000, had been acquired. By July 1954, seven or eight of these stories had been reduced to the form of a first draft of script—a process which cost an additional $15,000.

The program was sold to the Chrysler Corp. late in May 1954. The sale was possible only because the months of preparation had sufficiently crystallized its ultimate form to permit concrete presentation to the sponsor.

From May until the fall of 1954, the creative work was accelerated and the station relations and sales service departments were active in informing CBS Television affiliates of the program and arranging for time clearance.

On Oct. 7, 1954, the first program of the *Climax!* series was broadcast by the CBS Television Network. But despite all the planning, preparation and financial investment, the program, as it was actually broadcast, did not meet the network's expectations. Accordingly, almost immediately after the program first was broadcast, the creative team which had been assigned to the program by CBS Television was reorganized and supplemented. The program department continued to work on the program, sharpening its concept, changing its production team and developing it to the successful stage which it has since attained.[1]

The foregoing brief history of the inception and ultimate evolution of *Climax!* is representative of the effort and expense involved in program development. Some programs, even after investments in time and energy like those devoted to *Climax!*, never do evolve satisfactorily and are abandoned even before the first broadcast. Some are carried to the stage of pilot films, or to the point where several actual filmed programs of a series are produced, yet because they do not satisfy the network's standards, or a sponsor's, are abandoned. In some cases the planning and preparation have taken a far longer period—sometimes as much as two years between initial conception and ultimate first broadcast.

This planning and preparation—even to the purchase of stories—goes forward without any certainty as to the time period the program might fill, or whether, indeed, any time at all can be found for it. For, in order to achieve the most effective schedule possible, a network's program department must engage in a constant process of forward planning for the next year, and the year after that. It must have a reservoir of programs so that, whenever the occasion demands (and failures of programs or changes in public taste often cannot be anticipated), a suitable program is ready.

Another aspect of the history of *Climax!* also underscores the special character of network programming activities: the process of reorganization and evolution even after the first broadcast and in response to the actual experience gained from it. Since *Climax!* was a live program, and since it had been conceived planned and produced by the network's own program department, it was possible to take prompt action to remedy the initial defects which became apparent after its early broadcasts. Because it was a network produced program, all the skills and program and production resources of the network could be brought to bear promptly and directly to continue the process of shaping and evolving it. And, as noted, it was by this process that *Climax!* was ultimately brought to its successful state.

Necessarily involved in any television programming are the advertiser dollars which must support it. The average gross weekly charges to the advertiser for *Climax!* during January, February and March, 1956 total $137,007. This gross charge is composed of two elements: program charges of $43,287 and time charges of $93,720.

Time charges are applicable in the case of all programs—regardless of their source—broadcast by the network. They are the aggregate of the hourly rates, as published in the CBS Television Network rate card, of each of the 164 CBS Television Network stations which are used by the Chrysler Corp.

Program charges, however, are applicable only where the program is one created and produced or sold by the CBS Television Network. Where the program is produced and sold by outside producers, the program charge is made by the outside producer.

As noted, the Chrysler Corp. is charged $43,287 weekly for the production of *Climax!* Fifteen per cent of this amount, or $6,493, is paid by the network, in behalf of Chrysler, to Chrysler's advertising agency as the customary agency commission. After this deduction of $6,493, there remains to the CBS Television Network $36,794 to apply against the costs which the network incurs for the program. Those costs fall into two general categories: (1) the cost of creating the program each week, known as "above-the-line costs," and (2) program production and (studio and technical) facilities costs, known as "below-the-line costs."

The direct above-the-line creative costs for *Climax!* average $26,065 weekly which is paid out in the form of salaries to 59 people who may be categorized as creative talent. Those 59 people, who prepare, rehearse and present each program, devote an average of 2,454 hours to each week's program, which may be broken down as follows:

	personnel	*man-hours*
Producer	1	60
Director	1	100
Program Staff	5	216
Story Editor and Staff	10	98
Script	1	?[1]
Writers (script adaptation)	3	240
Music Scoring	5	36
Music Record Library	3	4
Cast	30	1,700
	59	2,454 *plus "?"*

[1]The original script or story may be in the form of a book, or a play, or a magazine story, or a script specially prepared for television. The number of hours, days, or even years which went into the preparation of the original story cannot, of course, be normally estimated.

[1]In addition, during the first four months the program was on the air, CBS Television spent over $115,000 on special newspaper advertising to promote the program.

Committee Sets Prelims For Network Hearings

PRELIMINARY witnesses who will lead off with testimony today (Monday) before the Senate Commerce Committee—with the main events scheduled to begin tomorrow when the first of the three tv network presidents goes on the stand—were announced last week by the committee staff.

The two witnesses, scheduled to appear at 3 p.m. today before the Senate group, are Everett C. Parker, director of the Office of Communications, Congregational Christian Churches, who will talk on religious broadcasting, and Leonard H. Marks, of the Washington radio-tv law firm of Cohn & Marks, who will appear on behalf of Fm Broadcasters, a new organization formed to protect the present part of the spectrum assigned to fm.

Long-awaited testimony of the tv networks—in defense of network practices such as "must-buy" and "option time" policies, as well as other affiliation and business practices—opens tomorrow when CBS President Frank Stanton goes before the Senate group.

On Thursday, NBC President Robert W. Sarnoff takes the stand to give NBC's views. On Friday, ABC President Robert E. Kintner will speak on behalf of his network's operations.

Next week, representatives for affiliates of the three networks will testify: CBS-TV affiliates, names not announced, on June 18 (Monday); ABC-TV affiliates, also not announced, June 19 (Tuesday), and NBC-TV affiliates Lawrence H. Rogers, WSAZ-TV Huntington, W. Va., and Joseph L. Floyd, KELO-TV Sioux Falls, S. D.

The direct below-the-line costs for production and facilities average a total of $19,451 a week, including salaries to 263 additional people who spend an average of 2,105 man-hours providing the physical elements necessary for each program. The number of personnel and the man-hours which they devote to each program break down as follows:

	personnel	man-hours
Production Conference	15	24
Cost Control	8	26
Network Operations & Scheduling	4	6
Scenery Design	6	111
Scenery Construction and Painting	39	631
Costume Design	1	40
Wardrobe Handling	7	78
Props	14	110
Trucking	6	18
Stagehands	74	480
Special Effects	2	16
Technicians & Supervisors	3	2
Cameramen, Boom Operators, Dolly Operators, Audio & Video Control	24	192
Maintenance	4	8
Audio Engineer	1	8
Scheduling and Administration	5	5
Music Recording Equipment	3	48
Sound Effects	2	10
Lighting Supervision	1	20
Makeup	7	42
Graphic Arts	3	15
Statge Managers	2	64
Ushers	3	24
Building Maintenance	12	86
Telecine	5	12
Film Production	7	25
Master Control	5	4
	263	2,105

Thus it will be seen that, each week, a total of 322 people, devoting more than 4,559 man-hours, work directly in the creation of each *Climax!* program.[1]

It will be noted from the foregoing that although the Chrysler Corp. pays $43,287 per week for program charges for *Climax!* the actual amounts expended by CBS Television directly for the program total $52,009—$8,722 in excess of the amount paid by the sponsor.

It is in this sense that *Climax!* is not typical; the amount by which the program costs exceed program payments by the sponsor are abnormally large. CBS Television does attempt to attain full reimbursement for its program expenses. But some loss to CBS Television in programming is not unusual; the loss is the price which the network pays in order to develop and maintain a strong over-all program schedule for the public, for the affiliates and for the advertisers.

In 1955, the loss *for commercially sponsored programs alone* was in excess of $7.1 million without any allocation of general overhead such as selling and administrative expense. In addition, CBS Television spent over $10.5 million for sustaining entertainment and public affairs programs for which it received no revenues. It is estimated by CBS accountants that an additional $4.5 million in overhead expenses is attributable to program production. In total, sustaining programs and the loss on the sale of commercial programs cost more than $22 million in 1955.

The gross time charges, comprising the total of the hourly rates of the CBS Television affiliates carrying *Climax!* has been shown to be $93,720 each week. In order, however, to encourage (1) the advertiser's use of the maximum number of stations and (2) week-to-week continuity in advertiser sponsorship by making it more economic for advertisers to support major programming throughout the year, the CBS Television Network provides for discounts designed for those purposes. In the case of *Climax!* these discounts total $23,175. Thus, *net* time charges to Chrysler are reduced to $70,545.

From this latter amount, in turn, the advertising agency commission of 15% is deducted—totaling, in the case of *Climax!* $10,582—the customary commission which is paid by the network to Chrysler's advertising agency.

After deducting the discounts and the 15% agency commission, therefore, there remains to the CBS Television Network $59,963 as revenue accruing from the time charges for the 164 stations over which *Climax!* is broadcast. But the network incurs another major category of expenses directly attributable to the program—the costs of physically bringing the program to each of the affiliates which carries it. These costs of distribution include a share of the network's payments to AT&T, estimated to be $6,056, which represents the approximate cost for use of AT&T transmission lines allocated to the program. The network also pays approximately $1,259 each week for television recordings (TVR's) for stations which wish to carry the program on a delayed basis or which are not interconnected by regular AT&T facilities.

Thus of the total gross time charges of $93,720 for *Climax!*, there remain after these several deductions and expenditures $52,648.

This $52,648 amount is further substantially reduced by the network payment to the affiliates for the station broadcast hours which they devote to *Climax!* The payments to those stations each week total $26,185.

It is of first importance to note that the affiliation contracts normally provide for payment to the stations of a percentage of the *gross* time charges to the advertiser. As has been shown, this gross amount is not in fact received by the network; rather it is reduced by several direct major deductions and expenditures totaling $41,072 or about 43.8% of the total. Hence the total of $26,185 paid by the network to the stations for their broadcast time for *Climax!*, is almost equal to the $26,463 which is retained by the CBS Television Network after all the deductions, payments and charges which have been described. Before taking into account the $8,722 deficit incurred by the network in the production of the pro-

[1]A typical CBS Television half-hour dramatic program is the product of 1,374 man-hours, involving 154 people exclusive of the services of such departments as Sales, Advertising, Press Information and Traffic. Even for such an apparently simple program series as *Douglas Edwards with the News*, in which normally only one person appears on camera, a total of 829 people is involved (14 program staff, 37 administrative staff, 147 newsfilm staff, 16 studio staff, and 615 foreign and domestic camera correspondents)—exclusive of the facilities and services of the Operations, Engineering, Reference and other Departments of CBS Television. Similarly, the coverage of the 1952 political conventions involved over a year of planning and preparation, and, for the 118 hours and 11 minutes of actual convention broadcasting, 41,750 man-hours were required.

RATE REGULATION FOR TV MAY BE NEEDED—BRICKER

SEN. JOHN W. BRICKER (R-Ohio)—who long has advocated FCC regulation of the networks as public utilities—last week went on record as saying the time "may come" when networks should be subjected to "full public utility regulation," which he added probably would include the fixing of rates for tv advertising and a station's network programming time.

The Ohio Republican revealed these sentiments in an interview with Karl B. Pauly of the *Columbus* (Ohio) *Dispatch* (WBNS-AM-TV). Although Sen. Bricker is author of a Senate bill (S 825) to place the networks under FCC regulation and most recently issued his report on "The Network Monopoly," the Ohioan's statements in the *Dispatch* represented the first time he has stated publicly he feels rate regulation may be necessary.

Observers, however, have long felt that Sen. Bricker's S 825, his release of the Jones Report [B•T, Feb. 21, 1955], his interim report on "The Network Monopoly" [B•T, April 30], plus statements at various times during the Senate Commerce Committee's investigation of tv networks and uhf-vhf troubles, all have tended in this direction.

As Sen. Bricker explained his position last week:

"I don't think the time has come, but it may, when the networks should be subjected to full public utilities regulation. Whether they ultimately are so regulated will depend on how they use the authority and power in their hands." He then conceded that "full public utility regulation" of networks probably would include rate-fixing on television advertising and regulation of a station's network rate.

Sen. Bricker entered denials to several "guesses" that have been advanced as to his "motive" in seeking government regulation of the networks. Among these:

1. That he was "cut off" from Edward R. Murrow's *See It Now* on CBS-TV after only eight minutes, although he had appeared on the show with the understanding he would be on longer, during discussion on the Bricker Amendment to the Constitution in 1954. Although he denied this incident had anything to do with his stand on FCC regulation of networks, Sen. Bricker said, "Murrow is slanted and he did misrepresent the program to me." CBS Inc. has denied any "editorializing" against the amendment, which failed in the Senate by one vote.

2. That the senator is "going to bat" for a friend or political supporter who has a grievance against the networks. The *Dispatch* story said one story "told in tv circles" concerns an Ohio uhf operator who sought ABC and DuMont tv network programs broadcast occasionally by two vhf competitors, CBS and NBC affiliates. When the stations refused and the uhf failed, the uhf operator made statements that his "friend John Bricker" would "break up the whole network situation."

3. That Sen. Bricker is influenced by his friend, Robert F. Jones, former Ohio congressman and FCC commissioner and majority counsel for the Senate Commerce Committee's tv probe during Sen. Bricker's chairmanship of that body in the 83d Congress. Mr. Jones as an FCC member dissented to the 1952 Sixth Report & Order. The Jones Report, made when he left the Senate committee, outlined recommendations that many have considered to be leading toward public utility type regulation of networks.

4. Influence of the "uhf crowd" or tv film and package producers.

5. Influence of pay tv proponents.

Denying all these, Sen. Bricker said the networks "don't seem to be able to understand that someone can aproach an important matter with an unbiased view . . . If there ever was anything I entered into without bias or prejudice or preconceived ideas, it's this one."

Sen Bricker denied he favors censorship of news programs by the government, but "likewise, I don't want the news controlled by a small majority of people who own the network business."

On FCC regulation of networks, he said: "The best measuring stick is the public interest. I never want to see government ownership and operation of television. The best guard against it is proper government regulation—and that is what I am thinking about."

gram, there is an almost exact equality in the amounts shared between network and stations.

For the $26,185 which is paid by the network to the CBS Television affiliates for their broadcast of *Climax!*, the station provides the use of its transmitter and the most valued commodity which the station has to offer—its time. In providing its transmitter and time, the station must, of course, attribute to that hour a proportionate share of its investment and of the costs of its over-all operations. Since *Climax!* is produced for the station, sold to the advertiser by the network, carried to the station by AT&T or by television recordings prepared and paid for by the network, the actual out-of-pocket expenses of the station attributable to its programming are normally minimal.[1] And, in turn, the personnel of the station are thus freed to create local programming, to sell the station's own (or outside produced) non-network programs to national spot and local advertisers and to do all the things necessary for successful local operation. As a result of the network program, the stations benefit triply: (i) the share of the revenues, (ii) the saving of costs which would be incurred if the station were required to program that period itself, and (iii) the increased circulation which enables the station to charge substantial rates and to attract national spot and local advertising revenues directly to it.

As has been shown, the net residue to the CBS Television Network accruing from the gross charges of $137,007 to Chrysler for the 8:30 to 9:30 p.m. (EDT) period on Thursdays, is only $17,741. This residue varies from program to program and in a number of cases is not subject to so large a reduction for loss in respect of direct program changes. Nevertheless, except for the program deficit, this amount of residue and its relationship to the gross charges approximates the magnitude of net revenues to the network for nighttime hours.

It is out of this (and similar) net residue that the CBS Television Network must pay for the network staff and facilities, and for all the functions and services which it must render. Out of this residue, the network must maintain its organization and its over-all programming schedule, including all its sustained and public service programs.

The network organization is large and complex. It must be maintained in order to provide the highest quality programs possible, integrated into a balanced over-all weekly schedule of entertainment and information. Such a schedule requires an organization of the best creative personnel obtainable—executive and talent, writers and performers. Also there are enormous risks which must be taken through entering into the long term contracts and expensive commitments necessary to attract creative skills.

Not all risks crystallize in success, as they did in the case of *Climax!* Some of the projects in which tens of thousands or hundreds of thousands of dollars are invested have to be abandoned; programs in which the network has made large investments in energy and dollars sometimes have failed even to get on the air.[2]

Inherent in the complexity of the network business is the phenomenon of the delicate balance and the violent swing.

Unlike most businesses, a decline in network business involves a double liability to a network. If a shoe factory's sales are reduced, the factory can reduce production and thus reduce costs. Its chief loss, when sales are reduced, is loss of revenue, which is normally offset in some substantial degree by reduced operating costs.

When a network loses time sales, it not only loses the revenues; in addition, its costs are vastly *increased* as it continues its network service. Its program service to its affiliates cannot, in general, expand and contract in direct proportion to advertisers' time purchases but must continue at the same pace regardless of whether time and program revenues are forthcoming.

Hence the network, when it loses a time sale, not only loses the revenue but incurs the costs involved in broadcasting the unsponsored program which must take its place.

Thus it is that failure to sell one hour between 7:30 and 10:30 p.m. each night for a year (whether because of refusal of stations to clear time or for any other reason) would result in an enormous swing in a network's profit and loss figures. The net revenues (net time charges less station payments) that would be lost from the failure to sell one nighttime hour each broadcasting day throughout 1955 would have been $13 million. In addition, the expenses to provide sustaining programs of comparable quality for the period would have been increased by some $13 million to $15 million. The possible swing, therefore, for one Class A hour each day for one year is in excess of $26 million.

WITNESS

FRANK STANTON, CBS president, will submit more documents to Senate Commerce Committee this week. Among them will be detailed answers to Sen. Bricker's "Network Monopoly Report" and to anti-network testimony of Richard A. Moore, KTTV (TV) Los Angeles.

Despite the risks and the complexity of the business and despite the inherent hazards, television networking has, in general, been profitable. According to public FCC figures for the year 1954 (the latest figures available), the profit before taxes of the four then existing networks as a percentage of broadcast revenue[1] was 2.3 per cent.[1] These profit percentages for the networks are in sharp contrast to those for stations. The 377 independently owned stations included in the FCC figures show a profit, before taxes, of 18.8% of sales.

Still further confirmation of the relative profits of stations and networks is drawn from data concerning the 1954 revenues and income of two station operators not engaged in networking.[2] The operators are Storer Broadcasting Co., a licensee of seven television and seven radio stations, and Gross Telecasting Inc., a licensee of one television and one radio station, at Lansing, Mich. These data are:

	total tv revenues	*total am revenues*	*income before taxes*	*return*
Storer	$13,391,027	$4,345,504	$7,105,103	40%
Gross	1,973,031	268,558	1,320,464	60%

It is estimated by CBS that in 1954 the total net profits of the seven largest CBS Television affiliates (exclusive of the stations owned by CBS) *exceeded the net profit of the CBS Television Network*. In 1955, when the CBS Television Network profits were greater, it is estimated that nevertheless the total net profits of between 12 to 14 of its largest affiliates exceeded the total net profits of the network.

THE several charges which have been leveled at the networks and the several proposals which have been advanced will be examined seriatim.

A. THE CHARGE THAT THE NETWORKS RECEIVE A DISPROPORTIONATE AMOUNT OF TELEVISION NETWORK REVENUES. The facts concerning the economics of networking and the distribution of revenues between stations and the network readily establish that networks do not receive a disproportionate amount of television revenues. In fact, as has been shown, the station profits in terms of percentage of return on total broadcasting revenues (i.e., sales) far exceed network profits in percentage of return, despite the sharply contrasting functions of networks and stations and the relative risks which each takes. In order for a network to perform its functions at all, it must maintain a large organization and extensive facilities. Necessarily, therefore, the very nature of a network's functions is such that its revenues are large; but for the same reason, its expenses are also proportionately large.

In the circumstances, a comparison of the total revenues of the stations and the total revenues of the network would appear to be wholly irrelevant. If the inquiry is a proper one at all, it must take into account the contrasting functions; and the basis of comparison must be the relative percentage of profits in their relation to revenues. On that basis, there is clearly no disproportion in favor of the network.

B. THE CHARGE THAT NETWORKS INSIST ON THE USE OF NETWORK PRODUCED PROGRAMS. The charge that the CBS Television Network discourages, or discriminates against, non-network produced programs by making valuable time periods available only to network produced programs is mistaken. CBS Television follows no such policy; there is no such discouragement or discrimination.

No evidence of a program tie-in has been adduced before this Committee and none can be for there is none. Indeed, the facts refute the charge: during the week ending April 7, 1956,

[1] Although AT&T costs are normally assumed by the network, there are cases in which stations assume incremental expense.

[2] In 1955, CBS Television spent a total of one million dollars on the development of programs and program ideas which never saw the light of day.

[1] Broadcast revenue is defined as net revenue after reductions for (1) discounts, (2) agency commissions, and (3) station payments, plus the incidental broadcast revenue from sales of programs and charges for production costs.

[1] This percentage for network profits is depressed since it would appear that DuMont and ABC both lost money in 1954. It is estimated that if these two networks were excluded for the year, the percentage of profits *before* taxes would be about 9%. In the same year, the profits *after* taxes of the CBS Television Network, were 4.6% of net sales.

[2] These data were made public in 1955 in connection with offerings by the two companies of their securities.

72¾ hours of sponsored programs were broadcast by the CBS Television Network. A total of 36½ of those hours, or 50.2%, were occupied by programs created and produced entirely by 38 outside producers with whom CBS Television has no direct connection, and an additional 19¾ hours, or 27.1%, were occupied by programs produced by eight companies or individuals in association with CBS Television. That total of 72¾ hours was comprised of 74 different programs or program series, only 17 of which were wholly produced by the network. Of the remaining 57 programs or program series, 47 were wholly produced by outside producers and ten were produced by outside producers in association with CBS Television.[1]

Not only do the facts show that CBS Television does not insist on advertisers using CBS Television produced programs in order to buy time on the network, but the charge becomes frivolous when one considers that CBS Television lost $7.1 million on commercially sponsored programs alone in 1955, without any allocation of general overhead expenses. It can be easily understood that incurring such a loss is not the voluntary choice of a domineering businessman engaged in restrictive practices. Rather it is the natural result of trying to serve the public, the affiliates and the advertisers in the best manner possible even though such a result eats heavily into over-all profits.

In the final analysis, it would seem that the charge that the CBS Television Network insists on using its own programs by making prime time available only if the advertiser uses a CBS Television produced program is in reality an attack designed to prevent networks from engaging at all in creating and producing programs.

If a network is to fulfill its responsibility to its affiliates and to the public, it must, however, engage in program production. Only in this way can there be assurance of day-in, day-out, and week-in, week-out high quality programs.

Indeed, those basic facts have long since been emphasized by the FCC itself which, in "Public Service Responsibility of Broadcast Licensees" March 1946, p. 13, criticized networks for *not* engaging in program creation and production and hence failing to exercise their programming responsibilities.

C. THE CHARGE THAT THE NETWORKS HAVE A MONOPOLY. The charge that the networks, or CBS and NBC, constitute monopolies is reckless and insubstantial.

The facts establish that no monopoly exists in any ordinary meaning of the word. As has been shown, many other national advertising media are in competition with network television. Network television has only a 9.8% share of the national advertising dollar. The CBS Television Division—the Network and the four CBS owned stations—receive only 3.2% of the national advertising dollar and about 20% of the television advertising dollar.

Indeed, the entire history of the growth of networks and of national advertising expenditures in network television is wholly inconsistent with the normal indicia of monopoly—i.e., a smaller and smaller share to those behind the leader. In the television network field, perhaps the outstanding phenomenon of recent years has been the growth of ABC. Like CBS and NBC, ABC started from scratch in 1948, but it soon fell behind because of lack of capital to invest in the necessary amount of facilities, organization, talent and programs. In 1953, ABC merged with the United Paramount Theatres and as a result new capital was available. It has made substantial investments in facilities, programs and talent commitments since 1953 and its billings rose from $21 million in 1953 to $34 million in 1954 and to $51 million in 1955, while according to trade reports its current billings for 1956 are at the rate of $76 million a year.

It is true that the very nature of the network business, with its requirements of enormous effort and investment, makes the establishment of new networks difficult. But it is not impossible.

Under FCC regulations, no station is, or may be, closed to other networks even where the station may be a primary affiliate which grants option time to the network with which it is affiliated. The FCC regulations provide that option time is not effective against programs of competing networks and all three networks have programs which are carried by primary affiliates of the other.

The touchstone is strong programming. For example, ABC's *Disneyland* has crossed network affiliation lines; even when the program was first broadcast, 60 CBS Television affiliates, including ten primary affiliates, carried the program. On February 11, 1956, 79 CBS Television affiliates carried *Disneyland*, including 65 CBS Television primary affiliates.

An additional network, therefore, is not restricted to new stations which are unable to obtain a primary affiliation with one of the existing networks. If a new network's programming is strong, it will have a market even among stations primarily affiliated with another network, and if its over-all programming schedule should prove to be consistently better and more attractive than the programming of the existing networks, there is no question but that stations would readily change their affiliation in order to obtain the best schedule.

D. THE CHARGE THAT NETWORKS CHANNEL A DISPROPORTIONATE SHARE OF TELEVISION REVENUES INTO STATIONS IN LARGE MARKETS AND IGNORE STATIONS IN SMALL MARKETS. Related to the charge of monopoly is the charge that networks tend to channel a disproportionate share of television revenues to stations in larger markets and to ignore small markets. That charge is inaccurate; the facts, indeed, are to the contrary, for networks are of particular importance and assistance to the stations in the smaller markets.

There are strong natural economic forces working to the advantage of stations in the larger markets, since their rates are higher, but their cost per thousand lower than those of stations in smaller markets. It is networks, in fact, which tend to counteract the normal disproportionate flow of revenues to large markets and to divert a share, which would otherwise not be available, to stations in the smaller markets. Standing alone, because of their relatively small circulation and higher cost per thousand, the stations in the smaller markets tend to be ignored by the advertiser. For the administrative cost which an advertiser must incur to place a program or an advertisement directly on a small station on a station-by-station spot basis is generally just as large as the administrative cost involved for a larger station. Similarly, for every additional station bought on an individual basis by the spot advertiser, additional program costs are usually incurred since independent program suppliers often sell programs on a per-station basis. Networking offsets these disadvantages of the smaller stations. A network advertiser can add smaller stations as a by-product through a single network order, with no additional program or administrative costs.

In addition the CBS Television Network has taken affirmative steps to adapt its sales and distribution policies to accentuate those normal

WHAT CBS-TV CONSISTS OF

Here's a summary of the description of the structure of the television network given in the CBS memorandum submitted to the Senate last week:

People

As of last March 1, CBS-TV employed 2,412 people full-time and a total of 5,493, including per diem personnel, talent and supporting corporate personnel. Weekly cost of maintaining this organization and staff amounts to $700,000.

Plant

The network has 29 broadcast studios (22 in New York, five in Hollywood and two in Chicago) containing 148 live cameras and 35 film cameras with associated control equipment, 792 microphones, 1,403 video amplifiers, 896 picture monitors, 68 film projectors, 41 studio, telecine and master control rooms—among other things. CBS has invested nearly $28 million in tv program production facilities, is now considering new investments of up to $25 million for more plant facilities "over the next few years."

Affiliates

As of March 1, CBS-TV had 151 primary affiliates, 38 secondary affiliates, 26 Extended Market Plan affiliates and per-program agreements with 52 other stations—a total of 267.

Interconnection Facilities

CBS-TV is paying AT&T $13.5 million a year for interconnection.

WHAT CBS-TV PRODUCES

During 1956 the network will broadcast 1,508 hours of its own programming and 1,053 hours of shows produced in association with outside sources—a total of 2,561 hours. These figures do not take into account programs broadcast by the network but produced by others.

Total production of U. S. feature film released in 1955 represented 427 hours of running time. Hence in 1956 CBS-TV's own production will be more than three times that of movies last year and the total broadcasting on the network six times the movie volume.

[1]In addition, there were 13 sustaining programs and program series occupying 13½ hours. Of those sustaining programs, CBS Television produced 11 which occupied 12½ hours. Of the 28 programs produced by CBS Television alone, 11 were news and public affairs programs which, under CBS Television policy, must be produced under its supervision and control.

. . . networks need option time, must-buys and own stations

trends on behalf of small stations. The Extended Market Plan and the Extended Program Service Plan were explicitly designed for those purposes.

The CBS Television Network discount structure also provides positive stimulus encouraging advertisers to order small market stations. Its discounts depend on the number of stations ordered, and the percent of discount increases as the number of stations ordered increases. This means that when an advertiser orders a large number of stations (including small market stations) he receives a larger discount on the more expensive, large market stations than he would if he did not order the small market stations.

As a general rule, a national advertiser, even though he may have nationwide distribution, purchases fewer stations on a national spot basis than he does on a network basis. A vivid example is provided by Philip Morris, which sponsored *I Love Lucy* on the CBS Television Network with a line-up of 152 stations. When it cancelled its sponsorship of the program and embarked upon a national spot advertising campaign, it ordered only the 50 top markets.

The facts establish, therefore, that networks tend to *prevent*, rather than accentuate, a disproportionate flow of revenues to the larger markets.

E. THE PROPOSAL TO PROHIBIT OPTION TIME. Option time is sharply limited so as to permit broad discretion by the station. As the option clause provides, a station has the right to reject any network programs in option time in order to substitute other programs "of outstanding local or national importance." But a station's rights are much broader. It may also reject or refuse any network programs offered which the station "reasonably believes to be unsatisfactory or unsuitable" or, even though the program has already been contracted for by the station, which the station believes "is contrary to the public interest." Those provisions have been construed by CBS Television to permit wide discretion to the station to reject network programs which the station believes will not serve the local audience as fully as a non-network program which the station proposes to broadcast.

The precise limits of the respective rights of the CBS Television Network and its affiliates under these provisions of the option time clauses have never been fully delineated, because in practice there has been no necessity for it. Rather, acceptance by stations of network programs has been based on the cooperation which is inherent in the basic partnership relations which exists between the network and its affiliates. There has been no rigid invocation of its option rights by the network, and affiliates' schedules are studded with non-network programs in option time.

While option time is thus in fact administered flexibly, either it or some equivalent tool is the keystone of network operations. Without such a tool, networks cannot operate. Without some reasonable assurance of general clearance by stations, the effectiveness of the over-all, day-in, day-out, week-in and week-out network schedule would be eroded.

It would take the defection of only a few key stations in major markets to deprive a network television advertiser of so substantial a part of his circulation that the program would not continue and thus would be lost not only to the network but, far more important, to the vast majority of stations which need and want the program. It is the public, then, and the stations in the smaller markets which would suffer most acutely, if any major pattern of non-clearance developed.

It is wholly possible that an entire schedule could be eroded by a pattern of non-clearance that would checkerboard across the schedule. It is hardly likely that key stations would pick the same programs and the same time periods for non-clearance. What would be more likely to occur is that some key stations would refuse to clear during one half-hour, another group of key stations might pick another half-hour and another still a different half-hour. If the stations were in enough large markets, each network time period would then become unsalable to national advertisers. Obviously, no network could afford to program, with a quality schedule, so many time periods on a sustaining basis.

Option time, in sum, is a necessary device based on, and arising out of, the very nature of networking and network advertising. Its benefits to networking are not offset by detriment to other segments of the industry. Non-network sources of programming are numerous and plentiful—and have been expanding rapidly. There is more than ample opportunity on stations and on networks for exposure of the product of these non-network sources, and indeed, they enjoy such wide exposure. And option time has had no contracting effect on non-network television advertising. On the contrary, the record is clear that such advertising has grown rapidly, and in recent years, at a higher rate than network advertising.

F. THE PROPOSAL TO ELIMINATE "MUST-BUYS." CBS Television, in accordance with a long standing practice in the broadcasting industry which has never before been seriously questioned, had, as of March 1956, a list of 52 affiliates which it designates as "basic required" stations. Those stations cover substantially all the major markets in the United States and 81.8% of American television homes. With a few exceptions arising out of special circumstances and the special needs of network advertisers, the effect of the basic required list is to require advertisers who wish to use the network to order these stations as a minimum.

It is interesting to note that the advertisers—the only group to whom the basic required practice directly applies—have never raised a question about the practice. The answer is simple. Those who need nationwide coverage use network advertising, and their normal wants include coverage in all the major markets represented by the basic required stations. Those who need something less than nationwide coverage turn naturally to spot advertising, or share the network facilities on a regional basis with other advertisers.

Once a network has determined the character and dimensions of its basic product (the basic required group) and geared its operations to satisfying the demand for that product, there are compelling economic reasons for prohibiting fragmentation of the product. The network, as stated, makes heavy commitments for AT&T interconnection service among its affiliates, on a minimum basis of eight hours per day. The cost of maintaining the interconnection service simply could not be supported by orders for only a few major stations. If an advertiser were to place an order, for example, limited to New York, Chicago and Los Angeles, the costs for interconnection facilities, alone, would be unbearably excessive. There must be stations along the line to provide sufficient revenues to defray the cost.

The other extensive network services that are described in this memorandum also require the broad financial support of sales of the combined time of the major network affiliates. Those services cannot be supported by sales of only a small fraction of a network.

In summary, the policy of the basic required group is no more than a conformance to the normal demand of national network advertisers, and it is no different from any other minimum order policy which a supplier adopts where the nature of his product, the requirements of his customers and the economics of distribution justify it.

G. THE PROPOSAL TO PROHIBIT NETWORK OWNERSHIP OF STATIONS. Network ownership of stations is essential as a matter of economics. In previous portions of this memorandum it has been shown that the station profits as the percentage of revenues are far larger than network profits. This fact is indeed confirmed by CBS' own experience as is demonstrated by the following table:

	year	percent of gross sales attributable to: network	gross sales owned stations	percent of broadcast profits before taxes attributable to: network	profits owned stations
Television	1955	85	15	58	42
	1954	85	15	51	49
	1953	84	16	34	66
	1952	88	12	0	100
Radio	1955	69	31	22	78
	1954	75	25	45	55
	1953	76	24	44	56
	1952	75	25	31	69
	1951	77	23	43	57
	1950	77	23	46	54

It should be noted in connection with the foregoing table that in 1952, and for the first month of 1953, CBS owned only two television stations, and from February 1953 until February 1955, it owned only three television stations. Since February 1955, it has owned only four television stations, of which one, WXIX Milwaukee is a uhf station.

Not only is station ownership, in general, more profitable than network ownership, but equally important, station revenues are far more stable. As has been shown, the margins of network profit in relation to sales are narrow and the swings are violent. Because networks are particularly vulnerable in periods of decline, and because of this phenomenon of the violent swing, station ownership provides an essential bulwark supporting network operations.

It has been suggested that the force of the economic justification for network ownership of stations is fatally weakened by the success of CBS Television in the face of the fact that, unlike NBC and ABC, it has not owned its full quota of stations. But this is hardly assurance for the future; on the contrary, past history indicates that it is a weak reed upon which to rely. For the past few years hardly represent a typical period in the life cycle of television. It has been a period of explosive growth and of shortage of stations. There has not yet been a period of normal conditions, nor a period of any degree of recession. Hence none of the stresses against which station ownership is such powerful insurance have in fact obtained. And, in any event, as the table above shows, the CBS owned television stations have contributed a significant portion of CBS Television profits.

While the economics of networking provide the primary reason for the essentiality of networks' ownership of stations, there are other important reasons. Thus, network owned stations are far more likely to accept sustaining programs produced by the news and public affairs department, and it is because of that reasonable assurance of substantial exposure for such pro-

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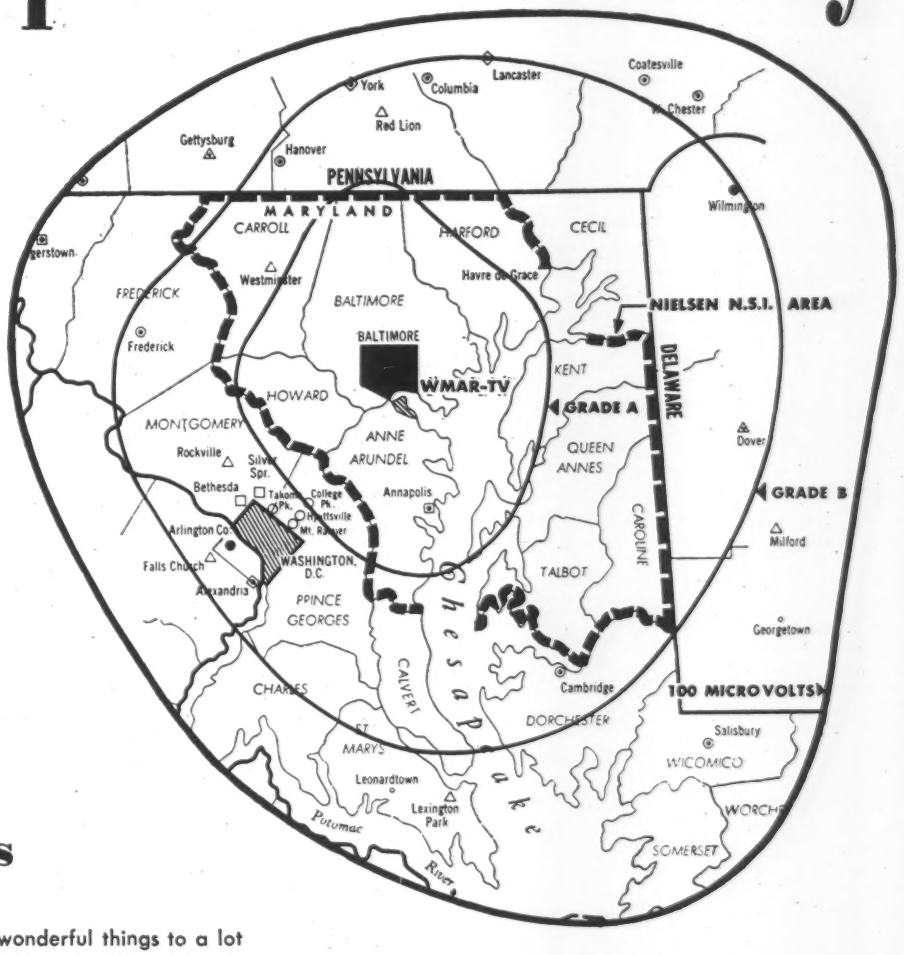
the map tells the story

CBS

WMAR-TV's coverage area encompasses more than 2,500,000 homes which means vast selling power for advertisers



The WMAR-TV story means a lot of wonderful things to a lot of people. To the viewer it means the top comedy, dramatic, and variety shows such as: I Love Lucy, The Jack Benny Show, Studio One, Climax, The Ed Sullivan Show, and Arthur Godfrey and his Friends.

To WMAR-TV's advertisers, it means Baltimore's largest audience. We list the Nielsen report figures for April, 1956, showing total station shares based on quarter-hour homes reached by Baltimore stations in one week between 6 A.M. and midnight.

	NSI Area	Total Area
WMAR-TV	40.2%	41.1%
Station B	34.5%	33.8%
Station C	25.3%	25.1%

Off-the-map coverage . . . WMAR-TV's signal extends clear off the map, reaching out to the rich market surrounding Baltimore. It may be "fringe" to the TV engineer, but it is increased potential for WMAR-TV advertisers. That additional audience, which includes most of Maryland's rich countryside, has a buying potential on a par with the per household potential in Baltimore.

Important services . . . WMAR-TV services bring your product to meet the buyer through intense coverage of a quality market, continuing leadership of Baltimore's top-rated local and national programs, vigorous merchandising and promotion, and vast technical facilities . . . studio, film (including color film) and remote.

***In Maryland, most people watch* WMAR-TV**

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Baltimore supermarkets and corner groceries . . . Baltimore chains and independents . . . W-I-T-H delivers them *all* to you with the most powerful assortment of food promotions ever created by a radio station. Here's the "merchandising muscle" W-I-T-H will give *your* grocery product over a 13-week period.

- **W-I-T-H Feature Foods Merchandising Service.** You get *all* this:
  1. A minimum of **60 store calls** in high volume groceries, including point-of-purchase merchandising such as increasing shelf exposure, restocking shelves and installing displays for your product.
  2. A minimum of **20 special one-week displays.**
  3. **20 days of Bargain Bar promotions** in chains and supermarkets, plus additional merchandising by demonstration, sampling, couponing, etc.
  4. Complete merchandising reports issued to you twice each 13 weeks.
- **W-I-T-H Chain Store Food Plan,** providing for dump, end-of-aisle and shelf extender displays in leading chain stores.
- **W-I-T-H Weekly Merchandising Service** with independent GA Stores.
- PLUS merchandising letters . . . PLUS trade paper advertising of *your* product . . . PLUS potent advertising material for your own salesmen's kits . . . PLUS personal supervision by head of W-I-T-H Merchandising Dept.

Add W-I-T-H's low, low rates and W-I-T-H's *complete* coverage of Baltimore's 15-mile radius . . . and you've got the station that delivers the groceries!

Buy

Tom Tinsley
President

R. C. Embry
Vice Pres.

W-I-T-H

CONFIDENCE

National Representatives: **Select Station Representatives** in New York, Philadelphia, Baltimore, Washington. **Forjoe & Co.** in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

STUDY DEFENDS DIARY METHOD TV SURVEY

ARB's year-long project concludes that method is 'shade' higher than telephone coincidental technique. 'Important' differences between television tune-in and viewership cited.

THE diary method of measuring program audiences, often accused of under-rating tv viewership, actually produces ratings that are "virtually identical" to—but "a shade" higher than—the telephone coincidental technique, American Research Bureau maintained last week on the basis of a year-long study.

ARB Director James Seiler also reported that the study established "important" differences between television tune-in and actual viewership. He said that although A. C. Nielsen Co. has maintained such differences would not exceed .09%, the ARB study demonstrates that "tune-in" may over-state the size of the viewing audience by 5 to 100% in almost 41% of the programs. A subcommittee of the Advertising Research Foundation, which has been working on standards for audience measurements for some years, also is on record as favoring the use of "tune-in" rather than actual viewing as the standard for measurement [B•T, Dec. 27, 1954].

The ARB study released last week—all details of which have been turned over to ARF, Mr. Seiler said—was designed to answer two questions which in ARB's opinion embody "practically every criticism" of the diary technique: "(1) How do we know that the viewing habits of families refusing to keep the diary record aren't different from those who do cooperate? (2) How do we know that the cooperating families keep a completely accurate record?"

Proof of Method's Validity

Mr. Seiler said the project was an "urgently needed" validation study of the diary method. More time is bought and sold in the nation's tv market on the basis of figures produced by diaries than by any other method, he asserted. Under questioning, he said ARB probably would not have considered the study necessary if the ARF committees working on rating standards had acceded to requests that they conduct field tests themselves.

Mechanics of the ARB story were described thus: From 1955 through April 1956 ARB conducted telephone coincidental cross-checks in eight major cities while ARB's regular supervised-diary surveys were under way. Samples for both techniques were selected in the same way, from the same telephone directories (diaries were limited to telephone homes). The telephone coincidental survey included approximately 300 calls per half-hour per city in the 8 a.m. to 8 p.m. period covered. The tabulated diary sample also was about 300 per half-hour per city. The eight cities were New York, Washington, Cincinnati, St. Louis, San Francisco, Los Angeles, Atlanta, and Chicago.

The test coincidental survey employed a modification designed to develop coincidental ratings for both "sets turned on" and "viewed sets." Because of the "differences" between these two, the report said, ARB used the "viewed sets" figure in making comparisons with the diary figure.

On this basis the diary and coincidental method were shown to produce figures "virtually identical, with the diary slightly higher" (the difference was attributed to the fact that the diary measures total audience while the coincidental measures average audience). In 67.5% of all cases (739 pairs), the report continued, the difference between the diary and coincidental rating was less than 1.5 points, and in 83.8% of all cases it was less than 2.5.

By program type, average ratings as determined by the two methods were shown as follows:

	Diary	Coincidental
Children's	6.4	5.3
Variety	4.7	3.6
Dramatic Serials	3.7	4.2
News	4.3	3.8
Feature Films	2.9	3.0
All Other Types	3.7	3.4

"The extremely close agreement between the two techniques," Mr. Seiler said, "supplies ample evidence that unadjusted television audience ratings obtained from diary homes do not differ appreciably from those obtained by the coincidental method. The complete findings emphasize that a properly engineered, interview-supervised diary correctly reflects viewing levels and program popularity with accuracy more than sufficient for day-to-day television decisions."

He said the findings had been shown to several large advertisers and their agencies, and that their reactions "exceeded our fondest hopes."

On the subject of differences between "sets turned on" and "viewed sets," the report said the variations are "neither constant nor insignificant. . . . When these differences are measured for individual programs, some cases show that over half of a program's 'sets turned on' do not have anyone aware of what is being telecast."

The following table, based on results of the coincidental sampling, was offered to show "the percentage of overstatement encountered from 8 a.m. to 8 p.m., Monday-Friday when 'sets tuned' is the standard rather than 'sets actually viewed'":

Overstatement of Average Audience	% of All 739 Programs in This Category (Cumulative)
Over 50%	4.6%
Over 40%	5.8%
Over 30%	9.2%
Over 20%	16.0%
Over 15%	21.7%
Over 10%	30.0%
Over 5%	40.9%

Anahist Denies Favoritism In United Cigar-Whelan Ads

ANAHIST Co. (Anahist, Hist-O-Plus), Yonkers, N. Y., last week denied Federal Trade Commission allegations that it discriminated against certain of its customers by paying United Cigar-Whelan Stores Corp. for participations on the latter's tv shows. Anahist said the spot commercials it purchases on the drug chain's shows are the same as all the other tv advertising it does and in no way violates any laws.

The FTC issued complaints last March [B•T, March 12] against Anahist, three other suppliers and the drug chain. The suppliers were charged with giving special allowances to United-Whelan in exchange for advertising on the latter's tv shows while not making the same allowances available to other customers. United-Whelan was charged with accepting same with the knowledge that its competitors were not given the same opportunity.

Help Thy Neighbor

THE RELATIONS of two Los Angeles advertising agencies are very cordial, so friendly in fact that June 1 they began using the same production, traffic, art and research facilities. This came about when the McNeill & McCleery agency moved into offices adjacent to those occupied by The McCarty Co., at 3576 Wilshire Blvd.

According to T. T. McCarty and Kenneth McNeill, presidents of the two agencies, the arrangement will be duplicated in San Francisco. Both presidents emphasized that "each organization will preserve its identity and individuality in every way."

Merger of McCarty, Goebel Co. Announced

MERGER of McCarty Co. with Goebel Co., Phoenix, under the new name of the McCarty Co. Advertising of Arizona Inc., was announced last week by T. T. McCarty, president of the national agency, and Richard E. Goebel, president of the Phoenix firm. The Phoenix office becomes the seventh for McCarty, which already functions in Los Angeles, San Francisco, Seattle, Chicago, New York, and Dallas.

Local management and operation of the Phoenix agency will remain unchanged with Mr. Goebel as president and general manager; Richard R. Fansler, vice president in charge of creative work; Donald A. Elliott, vice president in charge of media, production and client service, and attorney Clarence J. Duncan as secretary-president of McCarty Co., becomes chairman of the board of the new Phoenix agency. New and enlarged office facilities are located in the Phoenix National Bank Bldg.

Six Advertisers Signed For Fall Como Program

COMPLETE sponsorship of the *Perry Como Show* (NBC-TV, Sat., 8-9 p.m. EDT) has been set for the 1956-57 season, it was announced last week by George H. Frey, vice president in charge of sales for NBC-TV. Six advertisers will sponsor one-third of each program on an alternating basis, starting Sept. 15.

Four current advertisers who are renewing include the Gold Seal Co., Chicago, through North Adv., Chicago; International Cellucotton Products (Kleenex), Chicago, through Foote, Cone & Belding, Chicago; Toni Co., Chicago, through North, and the Noxzema Chemical Co., Baltimore, through Sullivan, Stauffer, Colwell & Bayles, New York. New advertisers are S&H Green Stamps, New York, through SSC&B, and the Sunbeam Corp., Chicago, through Perrin-Paus Co., Chicago.

Citrus Commission Earmarks $3.2 Million for Ad Budget

BENTON & BOWLES Inc., which a year ago was awarded the Florida Citrus Commission account, last week received approval "in principle" by the commission of a $3,200,000 budget for the 1956-57 citrus season, with nearly half the funds allocated for tv spots.

The proposed new budget, which must be approved by the commission's budget committee before it can be put into effect, earmarks $1,571,000 for tv spots and $104,000 for radio spots.

Magazines and tv will be substantially raised

from last year, with radio reduced by about a third, and Sunday supplements cut by more than $400,000. Black-and-white newspapers were cut slightly.

Reporting on effectiveness of the past season's tv schedule, all spots, A. W. Hobler, chairman of the executive committee of Benton & Bowles, said the new program would provide 276 spots a week on 107 stations in 67 markets, with more than 27 million homes reached. He said the weighted rating per daytime spot is 6.5 and night spots are 20.5. The *Today* show will be used part of the season.

FREE PUBLICITY SCOOP CITED BY PARAMOUNT

Film company says 'unprecedented radio and television coverage' has been lined up to promote 'Funny Face,' now being filmed in Paris.

WHILE NBC last week announced that the purchase of "The King and I" advertising by 20th Century-Fox on the network's weekend *Monitor* program constitutes "the first national film promotion ever presented by a major motion picture studio on NBC Radio," Paramount Pictures was telling the trade of its extensive free publicity scoop on NBC, CBS and independent stations for "Funny Face," now filming in Paris.

Paramount claimed "unprecedented radio and television coverage of a major motion picture on foreign location has been lined up for Paramount's "Funny Face" while the Audrey Hepburn-Fred Astaire musical is on location through June."

20th Century-Fox is buying NBC Radio spots on *Monitor* to promote the national release of "The King and I" with the advertising scheduled for the weekends of June 30 and July 7. Charles Schlaifer & Co., New York, is agency for Fox. Paramount buys radio and tv advertising to promote release of its features through Buchanan & Co., Los Angeles.

Paramount claimed its publicity coup includes multiple taped reports and on-scene interviews on NBC Radio, CBS Radio and CBS-TV. The studio said NBC's "Weekday" show will cut to Paris several times daily for two days this month "for on-the-spot reports and interviews as the VistaVision picture films in the streets, churches, parks and landmarks of the French capital.

Paris Pickups

Paramount said "NBC also plans several cuts to Paris on the weekend *Monitor*" while NBC star Shirley Thomas also "will cover some segments" on her programs.

The movie studio reported CBS "will cover via radio on its *Sunday News Desk* when George Fisher talks with Paris." George Sanders, KRKD Los Angeles, is feeding coverage on his five-weekly syndicated show to 266 independent radio stations in the U. S., the studio said, while other "special feeds" will be made to Canada and Voice of America.

CBS-TV star Art Linkletter while on vacation in Paris this month will film tv interviews on location, Paramount told B•T and tv newsreel footage "via Actualite Francaise and Pathe will keep the company's progress tied in with top U. S. tv news shows." Paramount said "other regional network coverage is currently being scheduled and European networks will have their representatives on the site."

The studio also announced "an all-Paramount weekend on NBC Radio *Monitor*" is shaping up this month.

VISUAL COMMUNICATIONS ROLE STRESSED

N. Y. meeting of industry's first Visual Communications Conference sees top advertising executives exchange ideas on all facets of tv advertising.

PEOPLE can—and should—be sold "painlessly" through television in such a way as to please the advertiser as well as the viewer, several leading agency and tv production art executives last week told the industry's first Visual Communications Conference held Thursday and Friday in New York.

The sessions, climaxing the Art Directors Club of New York's 35th Annual National Exhibition of Advertising and Editorial Art and Design, heard 16 top creative executives in the advertising and allied fields explore ideas ranging from the scientific basis of seeing and understanding to today's role of visual communications.

Leo Burnett, chairman of Leo Burnett & Co., Chicago, pointed out at the awards luncheon Wednesday (see story, page 98) that tv is in dire need of expert art directors to make the medium more palatable to current taste trends. Mr. Burnett was cited by the ADC for "inspiring and encouraging a high and consistent standard of artistic excellence" in ads produced by the Burnett Agency. Others honored at the luncheon: Gardner Cowles, president of *Look* magazine, for the publication's "high standard of excellence . . . in visual appearance"; Donald McMaster, vice president and general manager, Eastman Kodak Co., "for technical improvement in graphic processes," and Lester L. (Tex) Colbert (*in absentia*), president of Chrysler Corp., for the "excellent . . . over-all concept and execution of Chrysler's automobile advertising."

On Thursday, John K. Hubley, president of Storyboard Inc., New York and Hollywood, which won an ADC medal for the second consecutive year (following up its successful Heinz 57 campaign of 1954-55 with one for Snowdrift shortening), predicted that animated tv commercials may "rival or even surpass the entertainment programs in which they are imbedded." Mr. Hubley said that because tv commercials are short," they sustain ideas that might not stand up for a full show." Suggested Mr. Hubley: combine "hard sell" with everyday human problems, stress emotional as well as product needs, animate to "grab and hold" viewer attention, so that tomorrow's commercials "can bring sparkle to what are now all too often prosaic hard-sell dead spots on the air." Too many advertisers and agencies, Mr. Hubley said, fail to bear in mind that the average viewer turns on his set to be entertained, not to be sold.

The need to respect the viewer's intelligence was also underscored by Alton Ketchum, vice president and copy group head, McCann-Erickson Inc. in a speech scheduled for delivery Friday, Mr. Ketchum criticised the "prevalent illusion" that viewers *en masse* maintain a "14-year-old intelligence."

Because television is "the most powerful communications instrument of them all," Mr. Ketchum pointed out, the creator of successful messages must believe in people and respect their intelligence. Communication basically, he asserted, "is saying what people want to hear," but he warned that "we must never forget that there is a fatigue factor in the public mind, that when the brilliant expression of yesterday is slavishly imitated by a host of dull, me-tooers, inevitably the reaction is less and less enthusiastic."

Fatigue need not necessarily come only of seeing "revolutionary" ads, added William H. Schneider, vice president and creative head, Donahue & Coe, New York, but also can emanate from the traditional "hard sell or sledge hammer claims that have lost their conviction." Calling for a re-evaluation in agencies of the art director's function, Mr. Schneider urged top level executives to take the art director into consideration when planning campaigns.

Mr. Schneider recommended that the art director be given a complete dossier in each advertising problem including analysis on market, media and research, as well as a more forceful voice in the agency.

Eye Impact

Wallace Elton, vice president and director of J. Walter Thompson Co., quoted JWT researchers' contention that "65 percent of the knowledge of the human being is assimilated through the eyes. Twenty-five percent is obtained through auditory experience, and the remaining 10 percent is attributed to other senses . . . touch, taste, smell." Declaring that Mr. Elton may have "understated the case somewhat," Prof. Josef Albers, chairman of the design department, Yale U. School of Architecture and Design, said that "psychologically, 80 if not 90 percent of all our perception is vision."

Other points brought out before the 400-odd guests included:

- That too many agency people see housewives as stereotyped, *i.e.* tied to the home and the stove and always busy shopping for goods, but fail to realize that much of an advertisement's success depends on whether the "looker" likes what she sees. (Andrew Armstrong, vice president in charge of creative services, Leo Burnett Co., Chicago.)
- That "the great tv commercials are as yet undelivered, unproduced, unthought-of," and that with the stupendous growth of tv no artists (save perhaps the architect) ever before had a chance of such "a mass audience." (John J. Cunningham, president, Cunningham & Walsh, N. Y.)

The extent to which Hollywood is going to make the most of the Hecht-Lancaster feature "Trapeze" was indicated in the June 3 CBS-TV *Ed Sullivan Show*. Realizing they would get exposure to some 35 million viewers, the Oscar-winning production team hired tv writer Herb Baker to prepare an act for Burt Lancaster and Tony Curtis which integrated "Trapeze" into the script most effectively. Messrs' Hecht and Lancaster rehearsed the bit a full week in Hollywood before going to New York for two more days of rehearsals before the Sullivan appearance.

Last summer Paramount announced that in Rome, where "War and Peace" has been in production by an Italian company, a complete 16mm documentary film was being made to show behind-the-scenes activity for tv exposure. The studio reported 66 tape recordings had been made by that date for international broadcasting in nine languages and five radio writers were under contract to provide material for radio publicity.

K&E Mexico Appointments

APPOINTMENTS by Kenyon & Eckhardt Inc.'s new International Div. [B•T, June 4] to Kenyon & Eckhardt de Mexico S. A., Mexico City, were announced last week by Robert Cole, vice presi-

In Just 3 months

FIRST IN LOUISVILLE!

In only 90 DAYS **WINN**, according to the NIELSEN SURVEY for March 1956, LEADS ALL LOUISVILLE STATIONS BETWEEN THE IMPORTANT 3 to 6 PM PERIOD, AND IS NEVER LOWER THAN 3rd PLACE ALL DAY LONG!

Louisville's four great radio personalities on WINN – Johnny Martin, Bill Gerson, Joe Cox, and Pat O'Nan – plus alert and aggressive audience-promotion and merchandising, produced this spectacular rise under WINN's new ownership and management.

Before you place an advertising campaign in Louisville, check the WINN dominance in the market with Forjoe & Company or Glen Harmon, General Manager. The facts will provide exciting proof that WINN is Louisville's showmanship station, giving advertisers more merchandising, more audience, more results.

BUY WINN TO SELL LOUISVILLE

Glen Harmon, Gen. Mgr. — Forjoe & Co., Nat'l. Rep.

BUY WALT TO SELL TAMPA

Over 100,000 Latin Americans stay tuned to WALT for FIESTA EN TAMPA, with Ruben Fabelo, all in Spanish. Call John E. Pearson Co., or Charles Baskerville, General Manager, for a special report on the Spanish market.

BUY WMFJ TO SELL DAYTONA BEACH

Thousands of vacationers are already flocking to world famous Daytona Beach, Florida's summer playground. WMFJ has most of the audience, most of the day. Talk to McGillvra, or Carl Abel, Station Manager.

can't help lovin' that gal...

Patti Page Show

Just finished selling **OLDSMOBILES** for General Motors in 122 markets . . . . . .

NOW...

via **SCREEN GEMS** syndication with 78 fifteen minute programs for every television market...she is ready to...

SING and **SELL** for **YOU!**

an **ARGAP** production in association with **G.A.C.-TV**

presented by

SCREEN GEMS, INC.
TELEVISION SUBSIDIARY OF
COLUMBIA PICTURES CORP.
233 WEST 49 ST., NEW YORK 19, N.Y.

dent in charge of K&E's international operations. Burt S. Avedon, of K&E's San Francisco regional office, moves to Mexico as vice president and managing director of the Mexico City office; Pedro Valderrama, formerly with J. Walter Thompson as assistant manager and senior account executive in that agency's Mexico City office, has been appointed to K&E's Mexico branch in the same capacity, and Nicholas Remus has been named office manager and accountant there.

C-E Opens Hollywood Office

CAMPBELL-EWALD Co., Detroit Advertising agency, opened a new office in Hollywood June 1 with Richard L. Eastland as manager, according to C-E President H. C. Little. Located in the Capitol Tower, 1750 N. Vine St., the new office is in addition to the firm's Los Angeles operation, headed by R. C. Francis. Willard Hanes is supervisor of Hollywood production.

MR. EASTLAND

Mr. Eastland has several years experience in the radio and television departments of advertising agencies. Other C-E offices are located in New York, Chicago, San Francisico, Atlanta, Dallas, Kansas City and Washington.

FC&B Has Celebration

FORTIETH anniversary of the Los Angeles office of Foote, Cone & Belding was honored June 1 at a luncheon meeting attended by Mayor Norris Poulson and other civic leaders plus executives of 17 western advertisers serviced by FC&B. The agency's Los Angeles office claims to be the West's oldest advertising operation. Don Belding, who started with FC&B's predecessor Lord & Thomas as office boy and now is chairman of the agency's executive committee, was host at the birthday party in cooperation with Roy Campbell, executive vice president in charge of the western division, including Los Angeles, San Francisco and Houston.

Life Savers, Beech-Nut Merge

PLANS for merger of Life Savers Corp. (candy confections) and Beech-Nut Packing Co. (chewing gum, coffees, peanut butter, and baby foods) into a new Beech-Nut Life Savers Inc., were announced last week by Edward J. Noble, Life Savers executive committee chairman, and W. Clark Arkell, Beech-Nut board chairman. Plans are subject to approval by the companies' boards of directors and their stockholders. Mr. Noble is chairman of the finance committee of American Broadcasting-Paramount Theatres and owned ABC before it was merged with United Paramount Theatres to form AB-PT.

New Address for Grey, Bates

LATEST agency tenants announced for the Capitol Tower, new Hollywood building of Capitol Records Inc., are Grey Advertising Agency and Ted Bates & Co. They will occupy their new quarters on Hollywood Blvd., just off Vine, by July 1. Campbell-Ewald Co. was to move in this week. Guild, Bascom & Bonfigli advertising took space in the Tower earlier this month, as did Peters, Griffin, Woodward Inc., radio-tv representative.

DENTIFRICES | **IN DETROIT TV**

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Gleem (Compton)	7	2	9	109
2.	Colgate Dental Cream (Ted Bates)	8	2	10 1/3	105
3.	Ipana (Doherty, Clifford, Steers & Shenfield)	2	2	6	103
4.	Crest (Benton & Bowles)	10	2	11	92
5.	Brisk (William Esty)	4	1	6 1/3	71
6.	Pepsodent (Foote, Cone & Belding)	4	2	4	61
7.	Ammident (Harry B. Cohen)	(P)	1	3	17
8.	Kolynos (Grey)	1	1	2	16
9.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	1/2	3

DETROIT INDEX (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Crest (Benton & Bowles)	10	3	18	182
2.	Gleem (Compton)	7	3	17	155
3.	Brisk (William Esty)	3	3	14	129
4.	Ipana (Doherty, Clifford, Steers & Shenfield)	2	2	6	111
5.	Colgate Dental Cream (Ted Bates)	8	2	12 1/3	106
6.	Pepsodent (Foote, Cone & Belding)	4	3	6	68
7.	Ammident (Harry B. Cohen)	(P)	3	9	44
8.	Listerine (Antizyme) (Lambert & Feasley)	—	1	7	37
9.	Kolynos (Grey)	1	1	2	13
10.	Dr. Lyons Tooth Powder (Dancer-Fitzgerald-Sample)	1	1	4 1/2	12

(P) Participations, as distinguished from sponsorship.

In the above summary, monitoring occurred the week ending April 20, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial.** When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper, Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcast Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding. In the above summary, monitoring occurred week ending April 22, 1956.**

Armstrong Renews on NBC-TV

ARMSTRONG CORK Co., has renewed *Armstrong Circle Theatre* on NBC-TV for 26 alternate Tuesdays, starting Oct. 2, beginning the firm's seventh straight year as sponsor of a live Tuesday night dramatic production. BBDO is the agency for Armstrong. Alternate weeks will be sponsored by Kaiser Aluminum & Chemical Corp. *(Kaiser Aluminum Hour)* in the Friday, 9:30-10:30 p.m. EDT period starting July 3. Young & Rubicam is Kaiser's agency. Executive Producer Worthington (Tony) Minor and a team of three alternating producers-directors will individually select material ranging from musical to dramatic.

Wine Firm Signs for Quiz

MOGEN DAVID Wine Corp. reportedly has signed for a new show, *Treasure Hunt*, to premiere on ABC-TV Sept. 7 in the Friday, 9-9:30 p.m. EDT period. The quiz show, offering a top prize of $25,000, will feature Jan Murray as m.c. He now emcees *Dollar a Second* on ABC-TV, which the new show will replace. Weiss & Geller is the agency. Also understood to be considering the program as a co-sponsor is Helene Curtis Industries Inc., through Weiss & Geller, although decision reportedly was not firm last week. Helene Curtis now co-sponsors the *Dollar a Second* show with the Mogen David company.

WCTU President Hayes Again Hits Radio-Tv Ads

ANOTHER attack on radio-tv beer advertising was made last Monday, this time by the head of the Women's Christian Temperance Union, Evanston, Ill.

Mrs. Glenn G. Hayes, WCTU president, claimed that "radio and television commercials influence hundreds of thousands of teen-agers to start drinking." She charged that "alcoholic beverage advertising will continue to be dishonest until it shows what it creates"—drunkards, associations with crime, reckless driving, and deserted families and impoverished children.

What's Heard, Seen or Read Before the Customer Buys?

WHICH of the various media has the biggest before-purchase impact on supermarket customers? Radio Advertising Bureau expects soon to release a special study of 10 high-volume grocery items, showing the "media exposure" of women before they purchased the products. The products measured: cake mix, canned soup, cigarettes, coffee, cold cereal, frozen orange juice, hand soap, laundry soap or detergent, packaged desserts and shortening or cooking oil.

RAB said last week the media study, which it described as one of the "most exhaustive" ever made among supermarket customers, was conducted by Advertest Inc., independent researcher. It included 14,000 supermarket customers at checkout stands in Atlanta, Boston, Los Angeles and Cincinnati and compares shoppers' exposure to radio, tv, newspapers and magazines during the day before they enter the stores. Advertest had made a study last year of the overall impact of media on supermarket shoppers in four cities: Buffalo, Kansas City, New Orleans and San Francisco.

Time Buys CBS-TV Show

TIME INC. (*Time* and *Life* magazines), New York, will sponsor *Person to Person* (CBS-TV, Fri., 10:30-11 p.m. EDT) on alternate weeks, succeeding Elgin American Watch Co. *Time* will start sponsorship of the summer replacement program, which may be *Pantomine Quiz*, and pick up *Person to Person* in the fall, alternating with American Oil Co. Young & Rubicam, N. Y., is agency for Time Inc.

Bristol-Myers Expands Buys

BRISTOL-MYERS Co., N. Y., for Sal Hepatica, will sponsor 15 minutes weekly (two 7½ minute portions) of CBS Radio's *Road of Life* daytime serial July 3-31, at which time the drug house plans to expand its sponsorship to two full programs weekly. Agency is Young & Rubicam, N. Y.

Brewery Takes 'Potter' Show

REGAL PALE BREWING Co., San Francisco, has signed for an hour kinescope version of *Peter Potter Juke Box Jury* on KRCA (TV) Los Angeles, for weekly airing on 18 tv stations in 11 western states, effective July 26. *Juke Box Jury* is aired 10-11 p.m., Fridays, on KRCA. The contract for 26 weeks was placed by Guild, Bascom and Bonfigli, San Francisco.

WHLI "THE VOICE OF LONG ISLAND"

DELIVERS

A MAJOR INDEPENDENT MARKET

NASSAU COUNTY

POPULATION	1,065,000	43%	INCREASE SINCE '52
		163%	INCREASE SINCE '40
BUYING INCOME			
TOTAL	$2,582,323,000	9th	AMONG U.S. COUNTIES
PER FAMILY	$ 8,187	3rd	AMONG U.S. COUNTIES
RETAIL SALES ..	$1,479,111,000	10th	AMONG U.S. COUNTIES
FOOD STORE	$ 385,282,000	9th	AMONG U.S. COUNTIES
AUTO STORE	$ 266,761,000	11th	AMONG U.S. COUNTIES
HOUSEHOLD, ETC.	$ 77,618,000	12th	AMONG U.S. COUNTIES

(Sales Management, May 1956)

ONE STATION — WHLI has a larger daytime audience in the MAJOR LONG ISLAND MARKET than any other station! (Pulse Survey)

BIG BONUS COVERAGE
(Nassau, parts of Queens, Suffolk & Brooklyn)

POPULATION	2,903,765
NET INCOME ..	$6,132,673,150
RETAIL SALES ..	$3,268,444,450

WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of long island

Represented by Gill-Perna

Paul Godofsky, Pres. and General Manager
Joseph A. Lenn, Exec. V.P. Sales

TV NETWORK BUYS AND BUYERS

TOP 10 TV NETWORK ADVERTISERS IN MARCH 1956

1.	Procter & Gamble	$3,491,826
2.	General Motors	2,054,581
3.	Chrysler	1,836,937
4.	Colgate-Palmolive	1,689,965
5.	American Home Prods.	1,338,488
6.	General Foods	1,285,441
7.	R. J. Reynolds	1,127,057
8.	Lever Brothers	1,012,369
9.	Gillette Co.	1,011,428
10.	American Tobacco	958,471

NINE SPONSORS TOP MILLION MARK IN MARCH OF '56

HIGH rate of blue chip money was funneled into network tv in March of 1956, according to a compilation of Publishers Information Bureau figures. Eight of the top 10 national advertisers allocated more in March than in February of this year.

This was the picture as gross time sales by the tv networks continued to register $6 million ahead of the totals of that month a year ago [B•T, May 28]. The 1956 gross for March was $40,603,332, the 1955 gross for the month, $34,594,-139.

Six of the top 10 advertisers in network tv spent $1 million or more in March 1955; last March (1956) the number in this category stood at nine with the 10th, American Tobacco Co., spending $958,847. All of the leading advertisers except American Home Products and American Tobacco placed more "chips" in network tv in March than in February of this year.

Pacesetter of March's top 10 was Procter & Camble, ahead of its February total by more than $60,000 and in front of the March 1955 level by $600,000. General Motors was over $300,000 above the March of 1955 total; Chrysler nearly $400,000. Colgate-Palmolive off only some $10,000 dropped to the No. 4 ranking from its second-place perch in March 1955.

With the big boosts in individual spending, rankings were shuffled, causing some peculiar results. For example, General Foods spent about $80,000 more in March of this year than in March 1955 and yet moved from fifth to sixth in the lineup. American Tobacco spent more than $100,000 above its March 1955 total which had put the firm in eighth place but barely clung to the 10th spot in the March 1956 listing.

Most of the product categories showed a sustained strength, though minor drop-offs were noticeable (e.g., household equipment declined from $2.8 million to a little under $2.5 million; radios were off nearly $300,000 according to the current compilations of PIB).

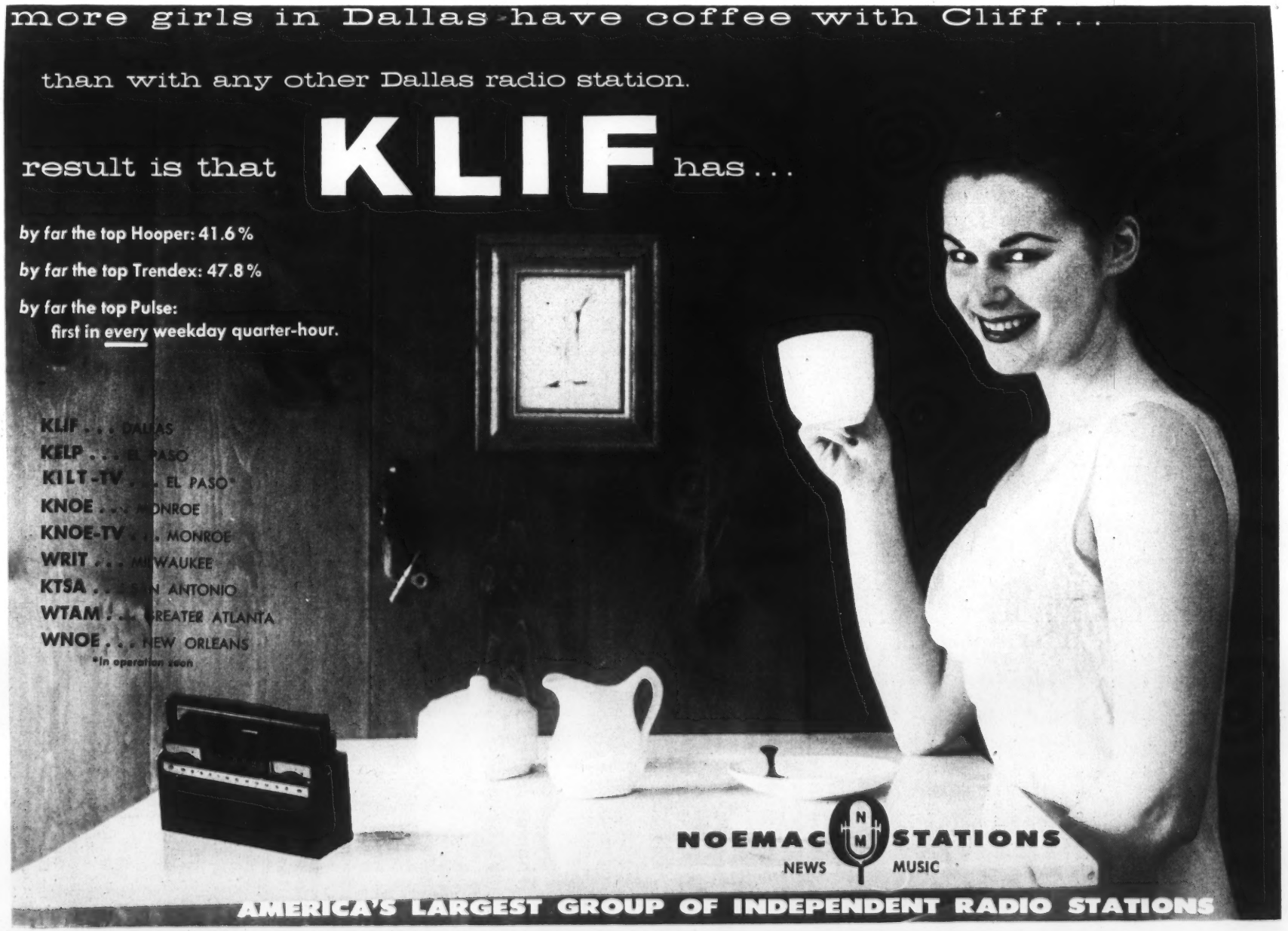
GROSS TV NETWORK TIMES SALES BY PRODUCT GROUPS FOR MARCH AND JANUARY-MARCH, 1956 COMPARED TO 1955

	March '56	Jan.-Mar. '56	March '55	Jan.-Mar. '55
Agriculture & Farming	$ 85,493	$ 150,584	$	$ .....
Apparel, Footwear & Access.	276,057	838,506	408,248	1,003,368
Automotive, Auto. Equip. & Supplies	5,510,012	15,815,615	3,724,709	10,469,081
Beer & Wine	574,521	1,670,714	561,864	1,562,930
Bldg. Materials, Equip. & Fixtures	283,492	698,820	107,589	238,112
Confectionery & Soft Drinks	991,831	2,722,835	786,881	2,403,295
Consumer Services	77,953	176,746	120,806	418,643
Drugs & Remedies	3,135,059	9,388,243	1,938,068	5,700,462
Food & Food Products	7,532,000	22,098,911	7,203,704	20,661,231
Gasoline, Lubricants & Other Fuels	431,532	1,146,102	362,953	1,220,227
Horticulture	.....	.....	.....	4,746
Household Equipment & Fixtures	2,469,335	7,513,398	2,806,600	8,445,112
Household Furnishings	303,450	710,092	236,848	704,514
Industrial Materials	774,324	2,364,860	701,645	1,848,638
Insurance	332,002	1,098,371	160,280	508,493
Jewelry, Optical Goods & Cameras	482,640	1,156,149	452,531	1,243,873
Office Equipment, Stationery & Writing Supplies	424,918	1,119,263	518,267	1,691,991
Publishing & Media	111,013	318,194	70,614	219,563
Radios, Tv Sets, Phonographs, Musical Instruments & Access.	689,154	2,185,037	969,756	2,639,339
Retail Stores & Direct by Mail	.....	.....	.....	10,392
Smoking Materials	3,872,530	11,000,907	3,600,922	10,250,957
Soaps, Cleansers & Polishes	5,131,048	14,269,762	3,728,295	10,514,981
Sporting Goods & Toys	31,545	104,889	4,818	22,674
Toiletries & Toilet Goods	6,704,033	19,221,274	5,718,926	16,519,250
Travel, Hotels & Resorts	42,090	145,320	37,980	124,425
Miscellaneous	337,297	777,928	375,955	994,126
TOTALS	$40,603,332	$116,692,520	$34,594,139	$99,319,468

Source: Publishers Information Bureau

LEADING TV ADVERTISERS IN PRODUCT GROUPS FOR MARCH, 1956

Ralston-Purina Co	$ 85,493
Knomark Manufacturing Co.	73,608
General Motors Corp.	1,873,303
Joseph Schlitz Brewing Co.	245,055
American Radiator & Standard Sanitary Corp.	115,444
Coca-Cola Co.	392,059
Western Union Telegraph Co.	50,130
American Home Products Corp.	1,259,562
General Foods Corp.	1,285,441
Gulf Oil Corp.	207,900
.....	.....
General Electric Co.	439,417
Armstrong Cork Co.	146,030
Aluminum Co. of America	165,240
Prudential Insurance Co. of America	259,215
Eastman Kodak Co.	171,720
Hallmark Cards Inc.	112,393
Time Inc.	111,013
Admiral Corp.	198,880
.....	.....
R. J. Reynolds Tobacco Co.	1,127,057
Procter & Gamble	3,260,842
Mattel Inc.	31,545
Colgate-Palmolive Co.	1,259,391
Pan-American World Airways Inc.	42,090
Sperry & Hutchinson Co.	118,115


more girls in Dallas have coffee with Cliff...
than with any other Dallas radio station.
result is that KLIF has...
by far the top Hooper: 41.6%
by far the top Trendex: 47.8%
by far the top Pulse:
first in every weekday quarter-hour.
KLIF . . . DALLAS
KELP . . . EL PASO
KILT-TV . . . EL PASO*
KNOE . . . MONROE
KNOE-TV . . . MONROE
WRIT . . . MILWAUKEE
KTSA . . . SAN ANTONIO
WTAM . . . GREATER ATLANTA
WNOE . . . NEW ORLEANS
*In operation soon
NOEMAC STATIONS
NEWS MUSIC
AMERICA'S LARGEST GROUP OF INDEPENDENT RADIO STATIONS

Jan. 1 Working Radios Placed at 124 Million

TOTAL NUMBER of radio sets in working order in the U. S. stood at 124 million on Jan. 1, a gain of three million in six months, according to estimates released last week by Radio Advertising Bureau in conjunction with the four national radio networks.

RAB President Kevin B. Sweeney stressed that "this is a very conservative estimate" that does not take into account radio set sales made in the past five months. The unofficial forecast for mid-1956 has been 126 to 127 million sets in working order [CLOSED CIRCUIT, May 28]. "Since January," Mr. Sweeney said, "radios have been selling at a terrific rate, right up with last year's record-breaking 14.9 million set sales. And we're just now getting into the portable radio season."

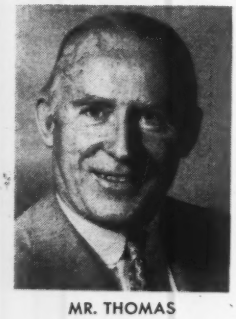
He also pointed out that latest RETMA figures place radio set production for the first quarter of 1956 at 3.5 million sets, including about 1.5 million car radios. The 3.5 million figure, he added, is approximately twice the number of tv sets produced during the same three-month period.

The 124 million estimate as of Jan. 1 includes 82 million working-order radios in 45 million homes (or almost two radios for every radio family); 32 million radio sets in automobiles, and 10 million radios in public places and business establishments. It was emphasized that the 124 million figure covers only those radios that are in working order. Additionally, RAB said, there are another 18 million sets out of repair, which would bring total radio ownership up to 142 million sets.

The January estimate by RAB and the four networks—ABC, CBS, NBC, and Mutual—is based on Advertising Research Foundation, Alfred Politz Research Inc. and A. C. Nielsen Co. data.

John A. Thomas Joins B&B

JOHN A. THOMAS, media director and member of the plans board, C. J. LaRoche & Co., New York, last week joined Benton & Bowles, N. Y., as a vice president and account supervisor. He will be working on General Foods Corp. products. Before his association with LaRoche, Mr. Thomas was advertising consultant to Willys-Overland Motors Inc., and before that with BBDO.



MR. THOMAS

Armour Signed for 'Daddy'

ARMOUR & CO. (Soap Auxiliary), Chicago, completed negotiations for co-sponsorship of ABC-TV's *Make Room for Daddy* this fall through Foote, Cone & Belding, Chicago, confirming reports the past fortnight [B•T, June 4]. Starting Sept. 10 Armour will alternate as sponsor of the Danny Thomas show with Kimberly-Clark Corp. (Delsy tissues, Kleenex tissues and table napkins, other products), advertising its Dial soap, shampoo and liquid shampoo. Both contracts, for 52 weeks, were placed through Foote, Cone & Belding, Chicago.

Advance Schedule Of Network Color Shows

(All times EDT)

CBS-TV

June 16 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co., through Ruthrauff & Ryan (also June 23, 30).

NBC-TV

June 11-13 (3-4 p.m.) *Matinee*, participating sponsors (also June 19-22, 25-29).

June 13 (9-10 p.m.) *Kraft Television Theatre*, "Boy in a Cage," Kraft Foods Co., through J. Walter Thompson.

June 17 (5-5:30 p.m.) *Zoo Parade*, sustaining (also June 24).

June 17 (7:30-9 p.m.) *Sunday Spectacular*, "The Bob Hope Show," participating sponsors.

June 20 (10-10:30 p.m.) *This Is Your Life*, Procter & Gamble Co., through Benton & Bowles.

June 25 (8-9:30 p.m.) *Producer's Showcase*, "Happy Birthday," Ford Motor Co., Kenyon & Eckhardt and RCA through Kenyon & Eckhardt, Al Paul Lefton and Grey.

June 26 (7:30-7:45 p.m.) *Dinah Shore Show*, Chevrolet Motor Div. of General Motors Corp., through Campbell-Ewald (also June 28).

[Note: This schedule will be corrected to press time of each issue of B•T]

Three 'Breakfast Club' Sales

THE DRACKETT Co., Cincinnati, Tuesday began sponsoring three weekly, five-minute segments of ABC Radio's *Breakfast Club* with Don McNeill on behalf of Twinkle copper cleaner, through Ralph H. Jones Co., Cincinnati. Segments are Wednesday, 9:35-9:40 a.m., Thursday, 9:55-10 a.m., and Friday, 9:30-9:35 a.m.

Additional *Breakfast Club* purchases announced last week were Milner Products Co. (Perma-Starch), Jackson, Miss., for an additional five-minute segment, Thursday, 9:50-9:55 a.m., through Gordon Best Co., Chicago. (Milner also sponsors the Friday, 9:35-9:40 a.m. slot.) Also reported was a renewal by the Sandura Co. (wall and floor coverings), Philadelphia, for the Tuesday and Thursday, 9:40-9:45 a.m. segments, through Hicks & Greist, New York.

Benrus Names Eight V.P.'s

HARVEY M. BOND, advertising director, Benrus Watch Co., New York, last week was elected vice president in charge of advertising in a series of promotions that saw seven other key Benrus executives upped to vice presidencies. They are Clifford L. J. Siegmeister, sales manager; Jay Kay Lazrus, merchandising director; Norman Slater, head of manufacturing at the Waterbury, Conn., plant; Robert Gasser, head of production of the New York division; Martin Rasnow, comptroller; Samuel Feldberg, general manager of the New York office, and Stanley Karp, assistant secretary of the firm.

Pontiac Back to Network Radio With Irish Football on MBS

AFTER an estimated six-year absence from network radio, Pontiac Motor Div. of General Motors Corp. plans a return to the medium this fall with half sponsorship of the 10-game Notre Dame U. football coverage on MBS.

Under an agreement between MacManus, John & Adams, Pontiac agency, and MBS, which will carry the schedule over a guaranteed 85% of its total station grouping, Pontiac will sponsor half of each game, with the remaining half being offered for co-op sponsorship by local Pontiac dealers. The contract is estimated to involve $175,000. Pontiac also will present another MBS football game—North Carolina U. vs. Oklahoma—on Sept. 29 when Notre Dame does not play.

An agency spokesman for Pontiac told B•T last week that while Pontiac's broadcast budget—as well as other GM divisions'—will be somewhat lower next season than this year, the auto manufacturer will look into additional sportscasts. It already has signed with NBC-TV for sponsorship of the Dec. 30 professional football championship game and is contemplating purchase of NBC Radio's coverage of that event as well. The spokesman also said that "as of now" no decision has been made on whether the auto firm will renew its segment of NBC-TV's *Wide Wide World*, which, he said, "is a good show for Pontiac."

Council of Churches Hits Paid Religious Broadcasts

THE PURCHASING of radio and television time for religious broadcasts was adversely criticized last week by the governing board of the National Council of Churches.

A report to the board, meeting at Toledo, Ohio, by the council's broadcasting and film commission also said networks and stations do not adequately discharge their responsibility in providing free time for religious broadcasts and evade their obligations by airing paid and sponsored religious programs in the major time spots allotted for religious programs. The report called for free time for the nation's major Protestant and Orthodox groups and the council's affiliates.

Baptists Boost Tv Budget

AN ADDITIONAL $250,000 was added to the tv budget of the Southern Baptist Convention, which earlier this year launched the first color-tv series based on Bible parables and titled *This Is the Answer*. The money, according to a SBC spokesman, will be used during 1957. *Answer*, currently showing on 60 tv stations in 27 states and Alaska, is reported as costing $25,000 per episode.

Ayer Announces Additions

STAFF ADDITIONS and a transfer announced last week by N. W. Ayer & Son, Philadelphia and New York, included Betty A. Barber, copywriter, The Biow Co., and Thomas P. Hagan, copywriter, BBDO, to New York radio-tv copy department; Ellwood H. Bauhof, art director, Arndt, Preston, Chapin, Lamb & Keen, to Philadelphia office in similar capacity; Richard B. Beal, media director, Doremus-Eshleman Co., Philadelphia, to auto-co-op department, also Philadelphia; F. Eugene Davis, Proctor Electric Co., to plans-merchandising department, and Robert R. Weikart, eastern zone supervisor of Ayer's retail advertising field force, transferred to Detroit office.

16,237 visit "White Columns" in 7 weeks

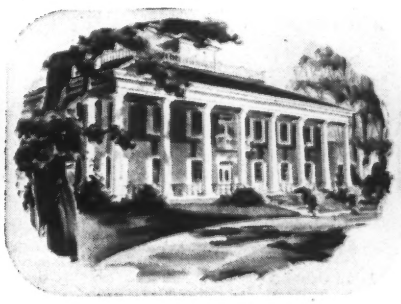
In the friendly vernacular of Dixie, we said, "Come see us!" The public invitation was tendered immediately after the formal opening of "White Columns" April 8. Just three little words — but what response!

Our neighbors, those who know us best, have come to see, marvel, and share with us a civic pride in the wonders of this modern home of broadcasting and telecasting. School children by the bus-loads, civic clubs, church groups, college students, adults, teen-agers from far and near. And they're still coming!

The experience imbues us with grateful humility. It is evidence for us, and for all who use the facilities of these stations, that a dedication to service in the Public Interest earns heart-warming rewards.

WSB and WSB-TV are affiliates of The Atlanta Journal and Constitution. Representatives are Edw. Petry & Co. NBC affiliate.

Leadership is traditional . . .



wsb
wsb-tv
ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

PROMOTION by Minute Maid-Snow Crop frozen foods has been increased by means of the *Tennessee Ernie Ford* tv show on NBC-TV. Here Mr. Ford makes a point with sales and advertising executives of the Minute Maid organization and its advertising agency (l to r): William McCormack, product manager, Minute Maid; A. G. Munkelt, assistant sales manager; Joseph Durber, assistant advertising manager; Al Hoppe, Detroit, Central region sales manager; William Carey, assistant national sales manager; A. E. Stevens, vice president, sales and advertising; Mr. Ford; James Rayen, advertising and public relations director, and William Musser, account supervisor, Ted Bates agency.

Bon Ami Co. Names R&R

BON AMI CO., New York, has named Ruthrauff & Ryan, New York, to handle its advertising, effective immediately. Billing is nearly $1 million. The firm is planning to place 13-week campaign in New York starting in July, using radio-tv and print with a budget of $250,000 for that market. The account had been serviced by Norman, Craig & Kummel, New York, which resigned a fortnight ago [B•T, June 4].

NETWORK NEW BUSINESS

Mack Trucks Inc., N. Y., will launch institutional campaign on trucking industry this summer with 42 announcements on NBC's weekend service, *Monitor,* starting June 30 and ending Sept. 2. Schedule will include a series of remote broadcasts from all parts of nation describing essential trucking operations. Doyle, Kitchen and McCormick Inc., N. Y., and Allied Public Relations Assoc., N. Y., are arranging campaign for Mack Trucks.

Warner-Hudnut (Richard Hudnut's quick home permanents) and **American Tobacco Co.** (Lucky Strike cigarettes) signed for alternate week sponsorship of NBC-TV's *Adventure Theatre* (Sat., 10:30-11 p.m. EDT). Agencies are Kenyon & Eckhardt, N. Y., for Warner-Hudnut and BBDO, N. Y., for American Tobacco. Film program replaces *Your Hit Parade* for summer, beginning June 16 and ending Sept. 1, after which *Parade* returns.

Reynolds Metals Co., Richmond, Va., will sponsor *Circus Boy* tv film series on NBC-TV (7:30-8 p.m. EST), starting Sept. 23. Agencies are Clinton E. Frank, Chicago, and Buchanan & Co., N. Y.

General Foods Corp., White Plains, N. Y., will sponsor new tv film series, *Zane Grey Theatre* on CBS-TV starting next fall on Friday, 8:30-9 p.m. NYT period currently occupied by *Our Miss Brooks.* Series is being produced by Four Star Films Inc., Hollywood. During interim, General Food, for Maxwell House coffee, Grape Nuts and 40% Bran Flakes will sponsor *Hollywood Summer Theatre* (Friday, CBS-TV, 8-8:30 p.m. EDT) for eight weeks, starting Aug. 3. Agency: Benton & Bowles, N. Y.

NETWORK RENEWALS

Pabst Brewing Co., Chicago, through Leo Burnett Inc., Chicago, and **Mennen Co.,** Morristown, N. J., through McCann-Erickson, have renewed ABC-TV's *Wednesday Night Fights* through forthcoming season.

Frontier Airlines, Denver, through Rippey, Henderson, Kostka & Co., that city, has renewed five-day weekly newscasts on Intermountain Network and Arizona Network.

AGENCY APPOINTMENTS

RCA Victor de Mexico S. A. to Kenyon & Eckhardt de Mexico S. A. New K&E office, part of agency's international expansion, opened in late May [B•T, June 4].

Commonwealth Shoe Co. (Bostonians, Mansfields, Footsavers), Whitman, Mass., appoints Grey Adv., N. Y., effective July 1.

Rexall Drug Co. Ltd. of Canada names BBDO, Toronto, effective Jan. 1, 1957. Account currently is serviced by Cockfield, Brown & Co. Ltd., Toronto.

R. T. French Co., Rochester, N. Y., appoints Compton Adv., N. Y., for new mustard sauce and spaghetti sauce mix. J. Walter Thompson Co., N. Y., is agency for other French products.

Dale Carnegie Courses Inc. and **RCA Victor Distributing Co.** appoint Beaumont & Hohman Inc., Chicago.

Perk Dog Food Co. (Perk, Vets dog and cat food, Peak mix and horsemeat), Chicago, appoints Weiss & Geller Inc., same city.

Mother's Cake & Cookie Co., Oakland, Calif., names Guild, Bascom & Bonfigli Inc., San Francisco, effective July 1.

C. H. Musselman Co. (food products), Biglerville, Pa., to Arndt, Preston, Chapin, Lamb & Keen Inc., Phila.

Otoe Food Products Co. (Morton House packaged foods), Nebraska City, Neb., names Buchanan-Thomas Advertising Co., Omaha.

Toni Co., Chicago, names North Adv., that city, for Adorn hair spray and hair dressing products.

A&A SHORTS

White & Shuford Adv., El Paso, Tex., moved to 1821 Wyoming.

North Adv. Agency, Chicago, has been elected subscriber to Advertising Research Foundation.

A&A PEOPLE

Barrett Brady, senior vice president in charge of creative services, Kenyon & Eckhardt, N. Y., elected director of agency. **George Simons,** vice president of Kenyon & Eckhardt Inc., appointed account supervisor in agency's Chicago office. **Dik Warren Twedt,** formerly psychologist and research supervisor, Needham, Louis & Brorby, Chicago, to Kenyon & Eckhardt, same city, as research director.

Thomas Wright Richey, formerly account executive, Young & Rubicam, N. Y., to Robert W. Orr & Assoc., N. Y., as vice president and account executive on Jergens Lotion.

S. Champion Titus, supervisor, Wildroot Co. account, BBDO, Buffalo, elected vice president of agency. **Ralph W. Peck,** account executive, Cockfield, Brown & Co., Toronto, to BBDO that city.

LATEST RATINGS

VIDEODEX

TOP TELEVISION SHOWS (MAY 1-7)

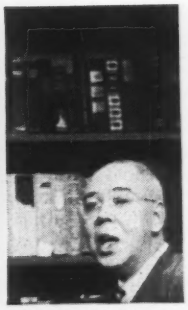
Rank	Program	Sponsor	Agency	Network	No. of Stations	Day & Time	% Tv Homes	No. Tv Homes (000)
1.	$64,000 Question	Revlon	BBDO	CBS	165	Tues., 10-10:30	31.5	11,030
2.	Ed Sullivan Show	Lincoln-Mercury	Kenyon & Eckhardt	CBS	180	Sun., 8-9	31.1	10,921
3.	I Love Lucy	Procter & Gamble General Foods	Biow Young & Rubicam	CBS	155 157	Mon., 9-9:30	30.2	10,216
4.	Dragnet	Liggett & Myers	Cunningham & Walsh	NBC	169	Thurs., 8:30-9	29.3	10,221
5.	Alfred Hitchcock Presents	Bristol-Myers	Young & Rubicam	CBS	110	Sun., 9:30-10	29.1	9,282
6.	GE Theatre	General Electric	BBDO	CBS	153	Sun., 9-9:30	28.9	9,543
7.	Ford Star Jubilee	Ford Motor Co.	J. Walter Thompson	CBS	175	Sat., 9:30-11	28.5	9,914
8.	Phil Silvers	R. J. Reynolds Tob. Amana Refrigeration	Wm. Esty Maury, Lee & Marshall	CBS	169 151	Tues., 8-8:30	28.1	9,331
9.	George Gobel	Armour Pet Milk	J. Walter Thompson Gardner	NBC	177 169	Sat., 10-10:30	28.0	9,497
10.	Person to Person	American Oil Hamm Brewing Elgin National Watch Co.	Joseph Katz Campbell-Mithun Young & Rubicam	CBS	50 34 100	Fri., 10:30-11	27.2	....
	The Honeymooners	Buick Div. of General Motors	Kudner	CBS	187	Sat., 8-8:30	....	9,461

Camera Three

Eye on New York

Give Us This Day

The Pastor



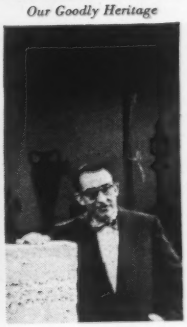
Our Goodly Heritage

On the Carousel

Right Now!

Hickory Dickory Dock

America in the Making



Yesterday's Worlds

One television station last year used $3,204,089 worth of time and production facilities for local, unsponsored public interest programs and announcements.

CBS OWNED
WCBS-TV, CHANNEL 2
NEW YORK

RADIO-TV: PIED PIPER

MEDIA ATTRACT THOUSANDS TO OUTDOOR 'STORE' IN LOS ANGELES, RING UP $600,000 IN SALES

TELEVISION and radio are credited with the major share of sales at a unique four-day merchandising venture by White Front Stores Inc., Los Angeles, to regain customers and sales volume after two weeks of no business because of a major fire.

"Tv and radio brought us $600,000 of our $1-million volume and cost only one-half of what we spent on 19 full-page ads in the four local daily newspapers," according to Arnold Isaak, executive vice president of Robin, Lee & Arnold, Beverly Hills agency for White Front.

Mr. Isaak explained that White Front has been grossing about $100,000 weekly at its Los Angeles household and general appliance store, did a $4-million volume last year and expects to hit $6 million this year. Before the fire, the company was a regular user of local television, spending about $150,000 annually, or the major share of its advertising budget and supplementing this with radio and newspapers.

The agency executive said a four-alarm fire closed the store in early April and all merchandise in it was turned over to the insurance company as salvage. To get back in business, White Front went to its distributors and stocked up on everything that was available and in two weeks rented a four-block open area in another location which formerly had been a used-car lot, for its huge outdoor sale. Hundreds of truckloads of new tv sets, radios, refrigerators, washers, dryers, ranges, freezers, hi-fi's, luggage, jewelry, furniture, carpeting and thousands of other items were unloaded and stacked high in their original factory cartons. The sale began at 10 a.m., Friday (April 20) and ran through Monday of the following week.

Advertising employed included 200 30-second and 60-second spots on KMPC, KLAC and KFWB and 19 20-second spots on KTLA (TV). A seven-hour remote show on KTLA was telecast on Saturday, 11 a.m.-6 p.m., and another remote on the tv station on Sunday, 1-4 p.m. featuring circus talent and crowd interviews. A radio remote on KFWB was aired Saturday, 8 p.m. to midnight. Other advertising consisted of 19 full pages in local newspapers.

Sam Nassi, White Front general manager, said: "It was unbelievable. Even though there was free parking for over 2,000 cars, there were thousands who were unable to get near the lot because of the traffic jams and lack of parking space. It was like a county fair."

Mr. Isaak told B•T the impact of tv and radio was visible in the crowd movement: "About 45 minutes after each broadcast we were just inundated with people and our interviews showed they were there as a direct result of hearing about the sale on radio and tv. People drove in from far distances during the Saturday night radio show and told us they came as a result of hearing it."

The agency said other non-competitive businesses in the area enjoyed big increases in store traffic as a result of the sale and the Safeway grocery across the street reported one of its biggest business days.

CUSTOMERS flock to White Front Stores open-air merchandising venture at the beckon of radio and tv commercials on Los Angeles stations.

Alexander Frances, account executive, Mumm, Mullay & Nichols Inc., named head of agency's N. Y. office, succeeding **Arnold Cohan,** resigned to join the N. Y. public relations firm of Sidney S. Baron & Co. [B•T, June 4].

Jonathan Yost, writer-producer, Cunningham & Walsh, to L. A. office of Doyle Dane Bernbach as tv-radio director.

Bruce Hamilton, assistant advertising manager, U. S. Tobacco Co., to Kudner Agency, N. Y., as account executive.

Ken Thompson, radio-tv department, M. R. Kopmeyer Co., Louisville, Ky., promoted to radio-tv director.

Carl N. Everett, formerly account executive, Campbell-Mithun, to McCann-Erickson, N. Y., as executive on Coca-Cola account.

Alice J. Wolf, timebuyer, J. Walter Thompson Co., N. Y., to Grey Adv., N. Y., as group head timebuyer handling Block Drug Co., Chock Full O' Nuts coffee, Exquisite Form brassiere, and Dan River Mills for radio and tv.

Russell F. Willie promoted from advertising production manager to assistant advertising director of Norge Div. of Borg-Warner Corp., Chicago.

Edward D. Kuhn, account executive on Kendall Co. accounts for past six years at Leo Burnett Co., Chicago, to Weiss & Geller Inc., same city, as account executive on Mogen David wine.

Edward J. O'Malley, formerly with McCall Corp. and Hearst Magazines advertising departments, to Presba, Fellers & Presba Inc., Chicago, as account executive.

Niles Swanson, previously assistant production manager at Fred A. Niles Productions Inc., Chicago, and formerly with CBS Central Div., to production staff of D'Arcy Adv. Co., that city. **Robert Q. Lewis,** assistant radio-tv director at D'Arcy, Chicago, to Foote, Cone & Belding, same city, as radio-tv supervisor, effective July 18.

Gerald L. Brant, acting executive director of Tea Council of the U. S. A., N. Y., and previously director of advertising for National Assn. of Mfrs., appointed executive director of Tea Council.

Edward Reynolds, manager of radio press information, CBS, N. Y., to N. Y. office of Ketchum, MacLeod & Grove Inc. as public relations executive.

Curtis R. Winters Jr., associate manager of Chicago office of The McCarty Co., to firm's L. A. office as director of plans. **Bill Wood,** account executive, named creative director for all accounts in L. A. **Chester Craft,** account executive, named to succeed Mr. Winters as Chicago associate manager.

H. M. Robinson, former assistant general advertising manager, Armour & Co., Chicago, named creative director of Lowe Runkle Co., Oklahoma City agency.

Edward Boris, art director, Rogers & Smith, Chicago, and **Richard Hesser,** Geare-Marston, Reading, Pa., agency, to art department, Arndt, Preston, Chapin, Lamb & Keen, Phila.

Truman Fossum appointed assistant account executive on Florists Telegraph Delivery Assn. account at Grant Adv. Inc., N. Y.

Dr. R. L. Freeman, chief engineer, A. C. Nielsen Co.'s broadcast division, N. Y, elected vice president and named coordinator of field, inspection, and engineering operations. He will be succeded as chief engineer by **C. H. Curry,** former assistant chief engineer.

For the Second Year . . .

KONO Proudly Announces Winning the Alfred P. Sloan Award

For Our Contribution in the Promotion of Highway Traffic Safety

We are grateful that the Alfred P. Sloan Foundation once again has recognized KONO for its outstanding service to the cause of traffic safety. The campaign for traffic safety will continue to be a vital part of the station's broad program of public service . . . service in the best interest of the people of the great Southwest.

KONO

5000 watts San Antonio 860 kc.

DEDICATED TO PUBLIC SERVICE FOR THREE DECADES

PARAMOUNT BIDES TIME ON LIBRARY SALE

Barney Balaban tells stockholders that company will not sell features to television until price offered approaches "realistic relationship to value."

CONSIDERATION of price is what holds back Paramount Pictures Corp. from selling part or all of its library of feature pictures to television. Until the movie company is offered the value it thinks its features are worth, it has no intention of selling.

This restatement of Paramount's policy on its feature film library was made Tuesday by Barney Balaban, president, at a stockholders meeting held in New York.

Noting the "recurring questions" about such a sale, Mr. Balaban would refer in answer to what he told the FCC that "the then current television market did not justify serious consideration of the sale of any of our feature pictures; that only when the price for such pictures approached a realistic relationship to their value could we consider it seriously." Mr. Balaban asserted, "our position remains the same."

Also at the meeting Mr. Balaban reviewed:

• Short subjects to tv—Paramount is "concluding negotiations" for the sale of its "Popeye" shorts for about $1.5 million (see story page 52); has sold all of its short subjects made before Sept. 30, 1950, and for which payment is being made in installments and totaling to $2,771,000 before taxes, and has sold a "couple of minor properties" that will yield $345,000. (National Telefilm Assoc. now has the short subject library, except for the "Popeye" series, the output including film shorts, cartoons, musical shows and specialized presentations).

• Television operation—New policies and management at DuMont Broadcasting Corp. (WABD (TV) New York and WTTG (TV) Washington) "should result in a cash profit for this year which represents a material improvement over the substantial losses sustained by this unit over a period of years." Paramount Pictures holds a "substantial" interest in both the broadcasting firm and Allen B. DuMont Labs. It also has about 51% interest in Famous Players Canadian Corp. Ltd., which in addition to its motion picture interests, has 50% ownership of two Canadian tv stations—CFCM-TV Quebec City and CKCO-TV Kitchener, Ont.—where "profits are up to all expectations and considerably exceed the profits of a year ago."

• Pay television—International Telemeter Corp. (Paramount has an 85% interest) is considering closed-circuit pay tv which does not require FCC approval "and could well be the basis for establishing the validity of pay television."

• Color tv—Chromatic is nearing "commercial acceptability" for its color set that would sell under $400 [see story, page 95].

• Profits and movies—Paramount Pictures expects record net income for the second quarter as a result of non-recurring profits; earnings for the first quarter were the highest in the corporation's history but profits from movie operations in the second quarter will be lower than the comparable 1955 period. The firm is continuing a policy of shrinking its capital structure with the picture business progressing through a period of "transition".

Mr. Balaban admitted that tv "has unquestionably influenced the level of our grosses since it became a major competitor for the leisure time of the public," and that "there can be no doubt that certain new types of tv programs are having an effect on theatre business." He held forth hope, however, that these may be "transient" and would not be a "basic, long-term influence . . . that we cannot meet competitively."

WHEN NBC Television Film's *Crunch & Des* series premiered last week on WTVJ (TV) Miami, author Philip Wylie (r) was on hand to launch the show. With him are Ted Sisson (l), director of NBC Television Films and Louis Garrard, president of the American Brewing Co., which sponsors the series. The tv program is based on Mr. Wylie's *Saturday Evening Post* series.

Old Warner Bros. Movie Lot Opened for Tv by Paramount

THE OLD Warner Bros. movie lot at 5842 Sunset Blvd., Hollywood, where Al Jolson made history nearly three decades ago in the filming of the first talking picture, will re-open July 10 as a modern tv film studio rental facility under Paramount Sunset Corp. The lot also is headquarters for Paramount's KTLA (TV) Los Angeles.

Paramount has completely renovated six huge sound stages, ground floor dressing rooms, scene storage and construction facilities, film vault, executive offices and projection and editing rooms. General Manager Stanton Osgood said the rental lot can handle every possible type of tv program, from the personal, intimate show to the most elaborate one with all production, recording and lighting facilities available.

Mr. Osgood announced appointments of Fred Alvin, formerly with ABC-TV and RCA, as technical manager and Fred Gammon, formerly assistant comptroller of Paramount's Telemeter Corp., as manager of business affairs. Mr. Alvin is known as one of the developers of the Kinescope film process.

WCBS-TV New York Buys 152 Warner Bros. Features

IN A TRANSACTION estimated at $1.5 million, WCBS-TV New York last week purchased 152 Warner Bros.-produced feature films from Associated Artists Productions, New York. The purchase was described by the station as "the largest single purchase" it has made to date.

The contract, which was signed by Sam Cook Digges, general manager of the station, and Robert Rich, Associated Artists general manager, calls for WCBS-TV to acquire most of the films by Jan. 1, 1957, for exclusive showings in the New York area. The remainder will become available to the station on July 15, 1958, after the films have completed re-runs in theatres.

Included in the package are such feature films as "The Maltese Falcon," "Juarez," "The Petrified Forest," "Arsenic and Old Lace," "Dodge City," "George Washington Slept Here," "Of Human Bondage," and "The Adventures of Mark Twain." William C. Lacey, manager of WCBS-TV's film department, observed that the purchase raises the station's current library of films to more than 300 features.

Producers Decry Poor Quality Of Tv Commercial Film

DISCUSSION on the increasing problem of poor quality prints of tv film commercials at the regular monthly meeting of the Film Producers Assn. of New York last week brought agreement that the condition resulted from loss of control of finished negatives by producers.

It was noted that in the last few years, agencies have followed a policy of consigning finished negatives to service organizations which arrange for mass production of release prints and for shipping. Producers reported that this practice began when a number of heavy spot-buying agencies decided to centralize the location of agency-owned negatives heretofore spread among many producers.

FPA members, who produce the bulk of tv commercials produced in the U. S., claimed that optimum quality images and sound tracks of release prints "are best attained when the individual producer involved deals directly with the film processing laboratory." At the next meeting of FPA on July 2, according to an association spokesman, concrete proposals will be offered to help expedite the centralization of agency-owned negative film without sacrificing release print quality.

Van Praag Productions Expands N. Y. Facilities

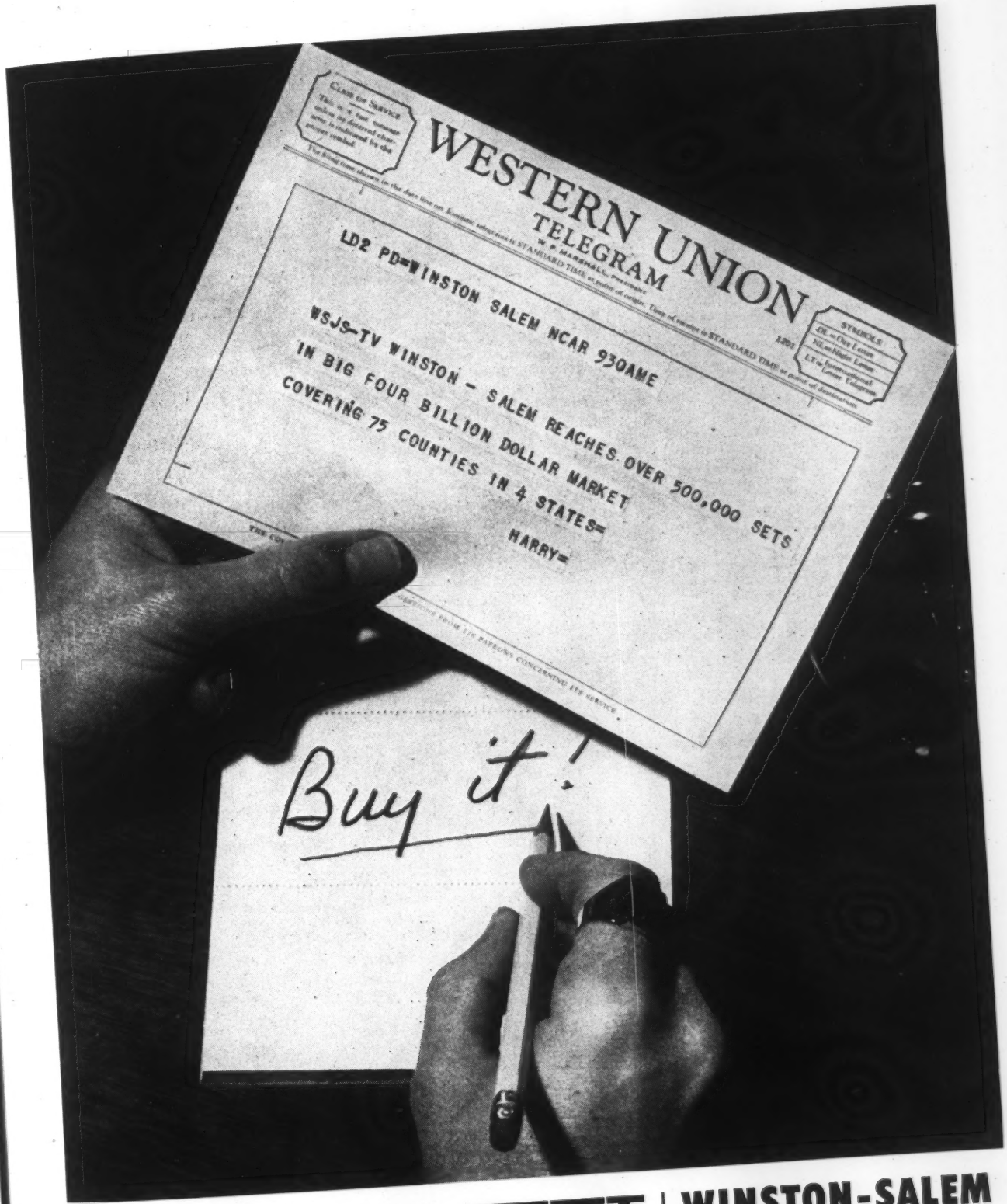
OPENING of expanded studio and executive offices in New York of Van Praag Productions on the fourth floor of 1600 Broadway is being announced today (Monday) by William Van Praag, president of the film company. The new offices are modern and air conditioned, occupying 21 rooms and equipped to handle all phases of film production.

The enlarged space in New York follows the Van Pragg decision to open a new branch in Hollywood, Calif., in order to handle increased business volume of the firm, which is in tv, industry, commercial and theatrical film. The company also has studios and offices in Coral Gables, Fla., and Detroit.

National Telefilms Session Discussing New Sales Plans

SALES plans on behalf of National Telefilm Assoc.'s newly-acquired 20th Century-Fox package of 52 feature films and the Paramount short subjects library were to be discussed at a four-day sales convention of the company which opened in New York last Saturday and continues through tomorrow (Tuesday).

Company officials who will address the meeting are Harold Goldman, vice president in charge of sales; Ely Landau, president; and Oliver Unger, executive vice president. Sales personnel attending includes E. Jonny Graaf and Al Wallace, Chicago; Edward M. Gray, Peter S. Rogers and John Cole, Los Angeles; Donald Swartz and Gerald Corwin, Minneapolis; Nicholas W. Russo, Boston; Charles D. McNamee, Memphis; Bill Boyce, Dallas; Bill Whalen, Kansas City; Seymour Kaplan, New York and Napolean Vaillancourt, Montreal.



WSJS-TV

channel 12

CALL HEADLEY-REED, REP.

WINSTON-SALEM

NBC AFFILIATE for WINSTON-SALEM GREENSBORO HIGH POINT

New Madrid Film Firm Plans First U. S. Release in Fall

ESTABLISHMENT in Spain of Martin Gosch Productions as a tv film and motion picture production organization was announced last week in New York by Martin Gosch, president. He claimed the company's output is comparable to American standards but can be produced at less than one-half what the production costs would be in the U. S.

Mr. Gosch reported that the company currently is filming in Madrid a 39-episode, half-hour tv film series, *The Adventures of the Americano*, starring Scott McKay. He said the series is slated for fall release and he has been negotiating with ABC Film Syndication as distributor. A second tv series, *The Red Mask*, will be filmed in color, Mr. Gosch revealed, with starting date not set.

AAP Buys 'Popeye' Films For Tv Station Release

ASSOCIATED Artists Productions has acquired from Paramount Pictures Corp. a library of 234 "Popeye" cartoons, which will be released to tv stations, it was announced last week by Eliot Hyman, AAP president. The cost of the library is estimated at $1.5 million (also see Paramount Pictures stockholders story, page 50).

AAP previously had obtained distribution rights to 337 Warner Bros. cartoons, including such characters as "Bugs Bunny," "Porky Pig," "Daffy Duck" and others. The AAP cartoon library, according to Mr. Hyman, now includes 411 different subjects in color.

Former Employe Sues Loews

DAMAGE SUIT for $202,000 against Loews Inc. was filed in Superior Court at Santa Monica, Calif., last week by Marvin Lee Miller, charging that the format of promoting upcoming MGM feature movie releases on ABC-TV's *MGM Parade* is an appropriation of a suggested format which he submitted to MGM several years ago. Mr. Miller, now a civilian employee with the U. S. Army in Germany, formerly was secretary to the late Harry Rapf, an MGM executive. He contends in the suit that MGM told him it was not interested in his program format idea and failed to return his manuscripts or to compensate him for them.

Briskin to Form Company

IRVING BRISKIN, studio manager at Columbia Pictures, Hollywood, relinquishes his post July 1 to form his own tv production company, which will release through Columbia's tv film subsidiary, Screen Gems. According to his agreement with Columbia President Harry Cohn, Mr. Briskin and his new unit also will supervise all Screen Gems production.

FILM SALES

Sterling Television Corp., N. Y., has sold *Sports Shorts* and *Vienna Philharmonic* to WATV (TV) Newark; *King's Crossroads* to WHIO-TV Dayton; *Movie Museum* to KOMO-TV Seattle and WTVD (TV) Durham, N. C., and *Music for Everybody* and *Tales of Tomorrow* to KFBB-TV Great Falls, Mont.

Screen Gems, N. Y., has sold 78 quarter hours of *The Patti Page Show* to WCBS-TV New York. Show will be scheduled Saturday, 6:15-6:30 p.m. EDT, replacing *The Frankie Laine Show*, effective July 7.

WHEN WLAC-TV Nashville, Tenn., set out to obtain the film show Code 2, it found that the show was for regional sale only. So station executives got busy and sold the show in two other tv markets—Chattanooga and Knoxville. At the contract signing are, l to r: T. B. Baker Jr., executive vice president-general manager of WLAC-TV; J. Robert Clark, station account executive; W. L. Mitchener, general manager of Nashville Chair Co., sponsor; Joe Porter, manager of Atlanta branch of ABC Film sales, and Jack Sandefur, Buford-Lewis Agency, Nashville.

Television Programs of America, N. Y., reports Campbell Soup Co., Camden, N. J., has purchased *The Count of Monte Cristo* for showing in Puerto Rico starting this summer. Robert Otto & Co., N. Y., is Campbell agency for international advertising.

Brent Gunts Productions, Baltimore, announces sale of *Shadow Stumpers*, silhousette tv quiz game, to nine U. S. and Alaskan tv stations. Buyers are KHOL-TV Holdrege, Neb.; WNCT (TV) Greenville, N. C.; WTVD (TV) Durham, N. C.; KBET-TV Sacramento, Calif.; KOPO-TV Tucson, Ariz.; WISN-TV Milwaukee; KZTV (TV) Reno, Nev.; KFAR-TV Fairbanks and KINY-TV Juneau, both Alaska.

FILM DISTRIBUTION

CBS-TV Film Sales, N. Y., has placed *Brave Eagle* tv film series into syndication following completion of cycle on CBS-TV June 6.

Richard S. Robbins Co., N. Y., public relations-sales promotion agency, has obtained syndication rights to 30 British film comedies, which firm is making available on library basis to stations. Robbins also has secured radio-tv syndication rights to Pip, Squeak & Wilfred comic strip in *London Daily Mirror*. Negotiations are under way for filming of 39 episodes.

Arts & Audiences Inc., N. Y., non-profit cultural agency, has produced series of 13 half-hour tv films on music appreciation for children, *Musis for Young People*, for distribution to educational stations by Educational Television & Radio Center, Ann Arbor, Mich. Following its cycle on those stations, films will be made available for other showings, including presentations on commercial tv stations during sustaining time.

Alfred D. LeVine, Chicago film salesman, announces acquisition of national tv rights to new *Bud Wilkinson Show* (formerly *Sports for the Family*), 13 quarter-hour series starring Bud Wilkinson, U. of Oklahoma coach, and produced by Bud Wilkinson Productions. In June 4 issue of B•T it was incorrectly indicated that Screen Gems Ltd. of Canada had acquired rights. This organization has been appointed Canadian distributor for the Byron Nelson *Let's Go Golfing* film serise.

FILM PRODUCTION

Youth in Focus Films Inc., Hollywood, has been formed by producer Ronald V. Ashcroft, attorney Leon Seltzer and Irving Berlin of Hollywood to film 26 half-hour programs.

Victor Stoloff, L. A., has purchased rights to *Tales of the Turf*, novel by Harris Wade, with intention to start production of adapted tv series in early summer.

Guild Films Co., N. Y., will produce special color feature film for National Arthritis & Rheumatism Foundation featuring actor Charlton Heston. Film will be distributed by Guild's public service division.

Bill Stern, ABC sportcaster, will play himself in semi-documentary half-hour tv film series, *College Coach*, being written and produced in New York by Thor Brooks and Malvin Wald. Series to be available to tv stations in fall.

Walter Schwimmer, president of syndication firm, announces new group of 26 filmed *Championship Bowling* programs will be produced this summer and be available for distribution to tv stations around Oct. 1. Five regional beer advertisers have signed for additional series in New York, Texas and other major markets. Peter DeMet Productions will shoot films. Current series has been sold in 140 markets.

K-T Productions, N. Y., tv package and theatrical property firm, announces plans to produce new tv comedy-panel series, *Brain Trust*, and has signed Russell Beggs as writer.

Robert Alexander Productions Inc., Hollywood, has announced plans to begin three new romantic-adventure film series at California studios in addition to *Fremont, The Trailblazer*, starring Steve Cochran, now underway for showing on CBS-TV in fall. Mr. Cochran, firm head, will direct three new series with Harrison Reader as producer and John Dunkel as writer.

FILM PEOPLE

W. A. Pomeroy, Detroit representative of Guild Films, resigned. Mr. Pomeroy, former general manager of WILS and WILS-TV (uhf no longer operating) Lansing, Mich., has filed application for am station at Tawas City-East Tawas, Mich. He is past president of Mich. Assn. of Broadcasters.

MR. POMEROY

Ben B. Odell, vice president, California Bank, Hollywood, to Cathedral Films, Burbank, Calif., as treasurer.

Walter K. Scott, formerly chief of motion picture services, U. S. Department of Agriculture, Washington, to Capital Film Laboratories, Washington, as special sales representative.

Louise Gruner, previously with college department of Rinehart & Co., N. Y., publishing company, named assistant to advertising-publicity-promoton director of C&C Television Corp., N. Y.

Marvin Schlaffer, Emil Mogul Co., N. Y., to National Telefilm Associates, N. Y., as sales service coordinator.

LEADERSHIP

Gates new Five for 1957 is already being installed in American broadcasting stations

GATES

MORE THAN A CLAIM

NO. 7213

REINSCH TO RUN DEMOCRAT CONVENTION

Executive director of Cox stations named assistant chairman of Democratic National Committee to plan party's nominating parley. He announces plans to press for GOP agreement on tv debates.

J. LEONARD REINSCH, executive director of the James M. Cox radio-tv properties (WSB-AM-FM-TV Atlanta, WHIO-AM-FM-TV Dayton, Ohio, WIOD-AM-FM Miami, Fla.), last week was appointed as assistant chairman of the Democratic National Committee in charge of the 1956 Democratic nominating convention, which begins Aug. 13 in Chicago.

MR. REINSCH

As convention manager, he succeeds William Neale Roach, who resigned May 18 "for personal and personnel reasons," according to Democratic National Chairman Paul M. Butler, who announced the new appointment last Monday in Chicago.

Mr. Reinsch, as voluntary tv-radio consultant to the Democratic National Committee, has been handling arrangements for television, radio and newsreels, physical planning of the convention amphitheatre and development of the convention's program.

Mr. Butler expressed appreciation to former Gov. James M. Cox and his son, James M. Cox Jr., owners of the radio-tv properties which Mr. Reinsch directs, for making the broadcast executive's services available. He said the Democratic Party is fortunate to have a man of Mr. Reinsch's background working with the committee. The elder Mr. Cox was the Democratic presidential nominee in 1920 and was defeated by Warren G. Harding.

Mr. Reinsch was radio director of the 1944 convention and presidential campaign, is a former radio advisor to the White House and was radio-tv director of the 1952 Democratic national convention. He is a member of the board and stockholder of the Knight-Cox WCKT (TV) Miami (ch. 7), due on the air next month.

Mr. Reinsch also serves on the Democrats' Special Advisory Committee for 1956 convention rules and was on the convention site committee.

Butler-Hall Tv Debates Still Goal of Democrats

THE DEMOCRATIC PARTY will "continue to press" for GOP agreement on a series of proposed weekly Butler-Hall debates on network television, Mr. Reinsch (see above) asserted last Wednesday.

Mr. Reinsch suggested to midwest broadcasting-advertising representatives that "the more we become acquainted with the candidates, the better chance we have later to discuss problems of interest to us" when one of the candidates becomes President. In that way, he noted, "our case will be heard and our treatment will be on a fair rather than prejudicial basis," notwithstanding newspaper headlines. He obviously alluded to the various broadcast and related investigations in Congress and government departments and agencies.

Mr. Reinsch addressed the last meeting this season of the Broadcast Adv. Club of Chicago at the Morrison Hotel in that city.

Weekly appearances of DNC Chairman Butler and his Republican counterpart, Leonard Hall, on a program like NBC-TV's *Today*, as originally suggested by the Democrats and rejected by the GOP, would prove "advantageous to the American people" on certain controversial and crucial issues, Mr. Reinsch felt. He also reported "not much interest" by the Republicans in the proposed debates involving joint appearances by presidential candidates on a single program.

Mr. Reinsch said he had in mind actual debates and not "discussions" like those held by Sen. Estes Kefauver (D-Tenn.) and Adlai Stevenson, Democratic Presidential aspirants, on ABC radio-tv from Miami last month. At that time Mr. Hall called the telecast a "flop".

The Democrats' radio-tv campaign has been set, he noted, with formats depending somewhat on what candidate the party selects.

Convention planning for Chicago's International Amphitheatre and Conrad Hilton Hotel were reviewed in detail by the Democratic radio-tv consultant, with comparisons of 1952 coverage. He also expressed passing interest in WNBQ (TV) Chicago's color tv operations.

Among his new extra duties, Mr. Reinsch cited telephone installations, hotel accommodations, radio-tv facilities, credentials, air conditioning, transportation, food, camera placements and a host of other arrangements. He said "we think we have the problem licked" on avoidance of any "view-blocking" between convention chairman and state delegates. The Democratic National Committee has devised a miniature "mock-up" showing the amphitheatre floor arrangement.

Mr. Reinsch also observed that, contrasted to the Democrats' convention, "the Republicans should be able to schedule San Francisco (the GOP convention site) like a studio show." He traced streamlining of convention procedures already adopted in view of 1952 experience, such as polling of delegates, to be backgrounded this year. He also felt the GOP does have a "tremendous financial advantage" and that "finances are and will continue to be a problem in the Democratic Party."

CBS-TV to Show Delegates How It Covers Conventions

AN UNUSAL service will be provided by CBS-TV to more than 7,000 delegates and alternates to the presidential nominating conventions this summer when they will be invited to attend two special orientation telecasts showing how tv plans to cover the conventions.

The telecasts will be on closed-circuit over CBS-TV from 5-5:30 p.m. EDT July 23 for all Democratic delegates and July 25 for all Republican delegates. According to Sig Mickelson, CBS vice president in charge of news and public affairs, delegates will be invited as soon as their names are received. Each delegate will receive a written invitation to view the broadcasts at the CBS-TV affiliated station nearest to him. Mr. Mickelson noted that tv recordings of the telecasts will be made available to delegates in Alaska, Puerto Rico, Canal Zone and the Virgin Islands.

"These delegates constitute perhaps the only special group in the nation who will be unable to watch the progress of their conventions on television," Mr. Mickelson pointed out. "As these same delegates will be participants in the convention broadcasts, we feel it both useful and important that they be familiar with the workings of the broadcasts and their part in them."

The closed-circuit telecasts, which will originate in New York, will show delegates sections of the interiors of Chicago's International Amphitheater and San Francisco's Cow Palace through the use of large artists' drawings and life-size "mock-ups." The telecasts will show delegates where they will be located, plus information on delegate and party headquarter hotels, airports and rail terminals, scenic highlights and direct routes to the convention halls.

Ike Not Set on Speeches

PRESIDENT EISENHOWER has no idea how many campaign speeches he will make in the autumn race, he said Wednesday at his news conference. Answering a question by Ray Scherer, NBC, who wondered if the President might make more than the six speeches GOP Chairman Leonard Hall had specified. The President said he had not discussed campaign details with Mr. Hall or anyone else in a specific or definitive form.

Hall Likens Time Requests To Gratis Campaign Trains

REPUBLICAN National Chairman Leonard Hall said last week he feels networks should no more be asked for free time by political candidates than a candidate would ask the railroads to furnish him an expense-free campaign train.

Mr. Hall expressed this sentiment in an address to the National Press Club Thursday after being asked about "equal time" bills pending in Congress. He cited the difficulties encountered by broadcasters from candidates of minority parties asking for equal time.

The GOP national chairman said he was not disclosing campaign plans, but declared the Republican effort would emphasize full and intensive use of the "new" medium.

WNAC-TV Gives Low Rates To Political Candidates

CANDIDATES for state-wide public office will receive lower rates than other advertisers on WNAC-TV Boston, according to George W. Steffy, vice president.

Rate Card No. 9, which incorporates a general increase in rates, became effective June 1. However, until the general election Nov. 6, political candidates will be charged at the rates quoted in the old card, which had a top hourly rate of $2,000.

Get-Out-Vote Campaign Scores in Davenport Test

PILOT CAMPAIGN to test ways of increasing registration of voters during the campaign year, conducted in Davenport, Iowa, brought out 2,267 new registrants compared to a normal 200, according to American Heritage Foundation. The drive was conducted in cooperation with NARTB in an effort to develop techniques for the get-out-the-vote effort planned later in the year.

The local steering group consisted of the American Legion, Junior Chamber of Commerce and League of Women Voters. Davenport broadcasters staged a series of special programs and promotions, with Ernest C. Sanders, WOC-AM-TV, as local chairman. John A. Carter, Charlotte, N. C., agency head, is on leave to ARH to work on the drive.

"RAINY DAY COVERAGE"

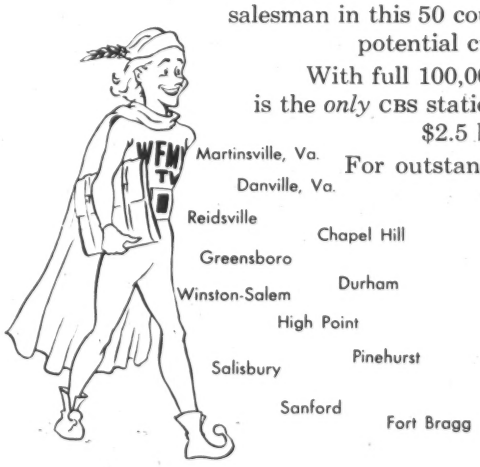
The "rainy-days" of hundreds of thousands of families from coast to coast are covered by giant insurance companies located in the Prosperous Piedmont section of North Carolina and Virginia . . . one of the major insurance centers of the Nation.

WFMY-TV, located in the heart of the Prosperous Piedmont, gives you "rainy-day," as well as every day, coverage too!

Rain or shine—since 1949, WFMY-TV has been the No. 1 salesman in this 50 county area where there are more than 2 million potential customers for your product.

With full 100,000 watts power on Channel 2, WFMY-TV is the *only* CBS station that gives you unduplicated CBS coverage of this $2.5 billion market.

For outstanding sales results in the Prosperous Piedmont . . . *every day of the year* . . . call your H-R-P man today.



WFMY-TV...Pied Piper of the Piedmont

wfmy-tv
Channel 2
GREENSBORO, N. C.

Represented by
Harrington, Righter & Parsons, Inc.
New York — Chicago — San Francisco — Atlanta

CBS
Now In Our Seventh Year

KNUCKLE-RAPPING FACES CODE VIOLATORS

NARTB Tv Code Review Board to issue ultimatums to chronic offenders. Disciplinary action would be in form of code membership withdrawal.

TELEVISION'S self-regulation project, designed to prevent advertising and programming excesses, is nearing the crackdown stage.

Last Thursday the NARTB Television Code Review Board decided to give a number of tv code violators a last chance to raise their standards and thus avoid the first disciplinary action in the four-year history of self-regulation.

G. Richard Shafto, WIS-TV Columbia, S. C., Tv Code Board chairman, announced Thursday that several tv stations had been advised their code memberships are in jeopardy. Operators of the stations are being asked to confer personally with Edward H. Bronson, director of tv code affairs, and to consider "remedial measures in order to bring their operation into conformity with the code."

This policy action was taken after code officials had increased their monitoring of tv stations and networks. It's known that similar disciplinary action is considered with other stations now under review.

In a three-day meeting that started Tuesday the code board issued rulings on pitch programming and piggy-back or combination announcements. The board issued a directive to all code subscribers to take pitch advertising off their schedules as soon as present contracts have expired. Pitch programs, designed to entice buyers with bargain offers for merchandise the advertiser has no intention of selling, are found mainly in major metropolitan centers. Because of recent agitation, many pitch programs have been shortened from a quarter or half-hour to a minute or less.

Under the new interpretation, the board held "sponsored programs . . . consisting substantially of continuous demonstration or sales presentation violate not only the time standards established in the code, but the broad philosophy of improvement implicit in the voluntary code operation."

After reviewing a series of spot announcements that advertised more than one product, the board held, "When unrelated products are advertised as separate and distinct messages within one announcement, they in effect constitute separate announcements." However, it was noted that it is "an acceptable practice to advertise related (e.g., various frozen food products, or automobiles of one manufacturer) or compatible (e.g., pancakes and syrup, or furniture and carpeting) products within the framework of a single announcement, when integrated to form a single message."

The board reiterated an earlier ruling that film plugs should be counted against the advertising copy time allowance for the program in which they appear.

Amendments to the tv code language were adopted, covering multiple announcements and admission of producers and distributors of tv films as affiliate code subscribers. These actions are subject to NARTB Tv Board action at the June 20-22 directors meeting in Washington.

RETMA Annual Convention Opens Tuesday in Chicago

ANNUAL convention of Radio-Electronics-Tv Mfrs. Assn. opens tomorrow (Tuesday) at the Edgewater Beach Hotel, Chicago, winding up Thursday night with presentation of the association's medal of honor to Paul V. Galvin, president of Motorola Inc. and a RETMA board member for 22 years.

H. Leslie Hoffman, RETMA president, will preside at meetings. All directors and officers will be elected simultaneously, a change in RETMA custom. Directors will serve one-year terms. A meeting of the Public Relations & Advertising committee will be held Tuesday morning. Topics are expected to include plans for National Television Week, to be held in September.

Panel at AFA's Convention To Feature Jones, McGannon

MERLE JONES, executive vice president of CBS-TV, and Donald H. McGannon, president of Westinghouse Broadcasting Co., will represent tv and radio, respectively, at a media panel session tomorrow (Tuesday) at the Advertising Federation of America's 52nd annual convention in Philadelphia.

CBS-TV President J. L. Van Volkenburg had been slated to join Mr. McGannon as the tv representative but yielded his place to Mr. Jones in order to be available at the Senate Interstate & Foreign Commerce Committee hearings in Washington this week (see story page 28). The nine-man media panel, appearing at AFA's Tuesday luncheon session, will discuss "How Will Media Meet the Changing Trends in Marketing?"

AFA's convention was scheduled to open yesterday (Sunday) with a brunch, sponsored by the Council on Women's Clubs, at which Mrs. Harriet Edmunds, president of Chartmakers Inc., New York, was to be designated as 1956 Advertising Woman of the Year. Bonnie Dewes of D'Arcy Adv., St. Louis, was to make the presentation. Mrs. Edmunds was chosen by a judging panel consisting of Leo Burnett, Leo Burnett Co., Chicago; Allan Clark, D'Arcy Adv., St. Louis, and Herman C. Sturm, *Nation's Business* magazine.

ADVERTISING and program standards were discussed by FCC Chairman George C. McConnaughey and members of the NARTB Tv Code Review Board at Tuesday luncheon. Left to right: Richard A. Borel, WBNS-TV Columbus, Ohio; William B. Quarton, WMT-TV Cedar Rapids, Iowa, vice chairman; Mrs. Hugh McClung, KHSL-TV Chico, Calif.; FCC Chairman McConnaughey; G. Richard Shafto, WIS-TV Columbia, S. C., chairman; Roger W. Clipp, WFIL-TV Philadelphia.

Nine Vice Presidents Named By International Advertising

APPOINTMENTS of nine new vice presidents of the International Advertising Assn. were announced last week by IAA as a step toward improved coordination of association activities throughout the world.

The new vice presidents are Dr. Eric W. Stoetzner, director of foreign advertising, *The New York Times*, international activities; K. Presbrey Bliss, vice president of McGraw-Hill International Corp., national activities; Dr. Rudolph Farner, president of Rudolph Farner Advertising & Public Relations Agency, Zurich, Switzerland, Europe; Augusto Godoy, president of Godoy & Ctoss, Havana, Carribean area; Ricardo de Luca, owner and director, Ricardo de Luca—Publicidad Tan, Buenos Aires, Argentina; Michel Touma, general commissioner of tourism, Beirut, Lebanon, the Middle East; Hideo Yoshida, president of Dentsu Adv. Ltd., Tokyo, the Far East; Charles W. Applegate, export sales manager, The Esterbrook Pen Co., eastern U. S., and Fitzhugh Granger, manager merchandising services, International Harvester Export Co., central U. S.

Radio, Tv Sessions Set For Engineers' Conference

THREE sessions on radio and tv are scheduled at the 1956 summer and Pacific general meeting of the American Institute of Electrical Engineers June 25-29 at San Francisco's Hotel Fairmount.

One session, Wednesday afternoon, June 27, will deal with high fidelity amplifiers, am-tv research and transmitter remote control. J. B. Epperson, WEWS (TV) Cleveland, Ohio, will preside. The Thursday morning session will be devoted to television networks, measurements, recording and vhf propagation, with O. W. B. Reed Jr., Jansky & Bailey Inc., Washington, presiding. The Thursday afternoon meeting will discuss color television and industrial television, under the guidance of George H. Brown, RCA Labs, Princeton, N. J.

Mr. Epperson is chairman of the AIEE's Committee on Television and Aural Broadcasting Systems, which is sponsoring the radio-tv sessions.

Michigan AAAA Council Plans Detroit Meeting

THE Michigan Council of the American Assn. of Advertising Agencies will hold its spring meeting tomorrow (Tuesday) at the Rackham Memorial Bldg., Detroit. Robert E. Anderson, Batten, Barton, Durstine & Osborn and chairman of the Michigan Council, will open the meeting.

Speakers include George Wolf, vice president in charge of radio-tv, Ruthrauff & Ryan, New York, and Barrett Brady, vice president in charge of creative services, Kenyon & Eckhardt, New York.

Which ad would you run?

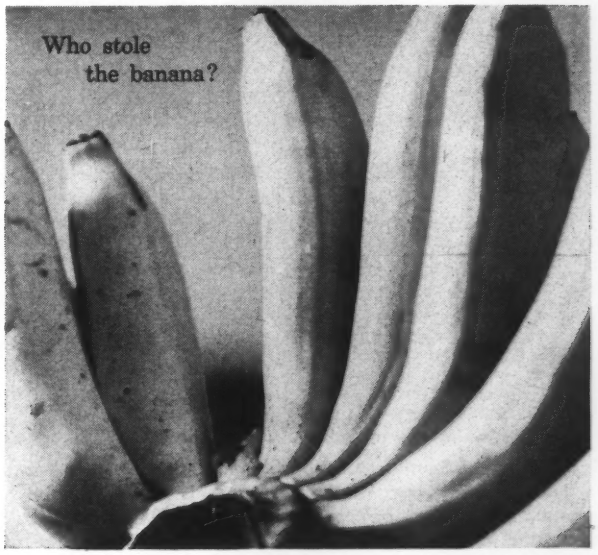
Clue No. 1: *He was hungry and he was smart.*

Clue No. 2: *He got away with one of the most valuable protective foods known.*

Deduction: You can't protect bananas from people, but bananas protect people from lots of things. Bananas provide needed vitamins and minerals. They are the natural way to get energy-building sugars. Also, they are one of the easiest of all foods to digest. Isn't it lucky they taste so darned good?

United Fruit Company

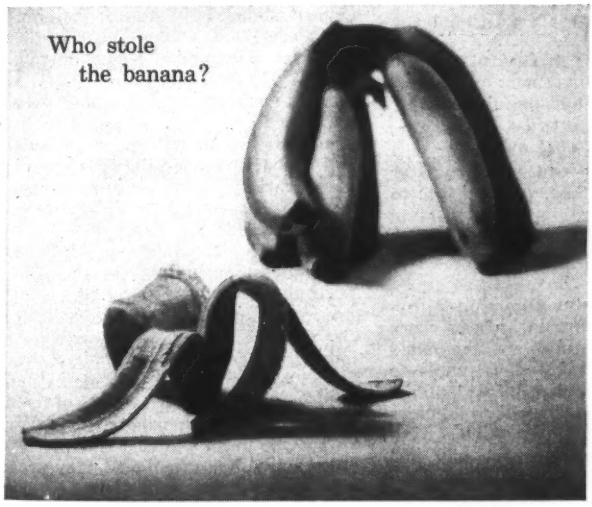
A



It could have been Mom. She's been weight-watching lately. Health expert that she is – she knows that a banana has "satiety value" (which means it fills you up). That makes it easy to eat moderately at mealtimes . . . easy to keep weight down.

Bananas can help solve many weighty food problems you might have. This streamlined fruit is high in vitamins, minerals and energy-building sugars. And it's one of the easiest of all foods to digest. Bananas make such satisfyingly healthy eating when you crave something sweet. Isn't it nice that such a good-tasting food is so good for you? UNITED FRUIT COMPANY

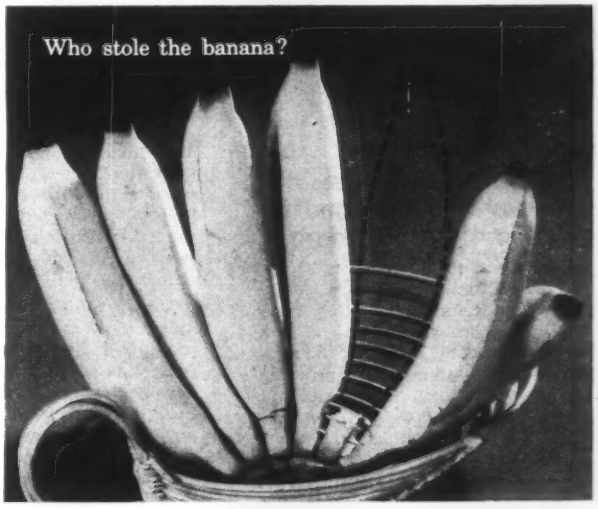
B



Foxy grandpa took it! Like many older folks, he finds that bananas are easy to chew, easy to digest. And they're low in sodium, high in the food values people of all ages need.

It's a wise man – old or young – who chooses a banana for a delicious helping of health. Along with their wonderful taste, bananas bring a rich supply of protective vitamins and minerals and quick-energy sugar. Bananas come wrapped in their own nature-perfected package – protected from just about everything but your appetite. Aren't you lucky that they're so good for you? You can have them any time! UNITED FRUIT COMPANY

C



A smart burglar, whoever he was! He helped himself to a handful of health, safely wrapped in nature's convenient dustproof package.

Bananas are a "protective food" – rich in the vitamins and minerals we literally couldn't live without. A banana is a wholesome, natural way to get energy-building sugars. And bananas are one of the easiest foods in all the world to digest. Isn't it lucky that they taste so good? UNITED FRUIT COMPANY

D

One of these four advertisements will appear in LIFE and The New Yorker magazines the week of June 30. Which do *you* think it should be?

It took us some time to decide on the best copy approach – mainly because there are so many good things to say about bananas. They have a rich supply of protective vitamins, minerals and energy-building sugars. They're a wonderful food for dieters – and they're also one of the easiest foods to digest.

Bananas know no age barrier – they're an important food from infancy to old age. And they come wrapped in a nature-grown dustproof package.

We narrowed the banana story down to four different copy approaches. Then we selected four different photographs. And, after careful consideration, we made our choice. Wonder if it's the same one you would choose?

P.S. Write and tell us which ad you would pick to run – A, B, C, or D. Pick the winner, and United Fruit Company will send you an award in keeping with your status as an advertising expert. Send your choice to United Fruit Company, Pier 3, North River, New York, N. Y.

NEW officers of the Southern California Advertising Agency Assn. include this Los Angeles group (l to r): front row, Marvin Cantz, Tilds & Cantz Adv., 1st vice president; Jim Christopher, Hill & Christopher, president; Ted Neale Jr., Neale Adv. Assoc., 2d vice president, and Irving Eckhoff, Roche, Eckhoff & Lee, secretary-treasurer. Back row, Rod Mays, Mays & Co., director; Jim Speer, Speer Adv., director; Phil Lansdale, Lansdale Co., director; Martha Jeffres, executive secretary; Bob Boone, Van Der Boom, Hunt & McNaughton Inc., director; Harry Lindersmith, legal counsel, and Walter Marto, Walter Marto Adv., director.

RAB PLANS INCREASED SALES ACTIVITIES

Bureau board of directors also approves second budget increase in six months, sets four regional management conferences for August and September and intensifies participation in local selling program.

HEAVILY stepped-up sales activities backed by the second budget increase in six months were approved by the Radio Advertising Bureau's board of directors last week.

The board, headed by Joseph E. Baudino of Westinghouse Broadcasting Co., approved:

- A series of four regional management conferences to be held in August and September as "seminars" for managers and sales managers.
- Intensification of RAB's local "sales committee" program, enabling teams of RAB executives to make more presentations to more local and regional advertisers in more cities during the next year.
- Expansion of this year's second annual National Radio Advertising Conference, to be held Oct. 29-30 at New York's Waldorf-Astoria Hotel [B•T, June 4].
- Expansion of RAB's "blitz" plan of bombarding key advertisers with material on radio's selling power.
- Increase of RAB's operating budget to an annual rate of $790,000. This represents a $15,000 increase over the figure set three months ago when 1956's first upward revision moved the budget to $775,000.
- Plans for participation in next year's National Radio Week, endorsing the week of May 5 as the period for that salute [B•T, June 4].

Each of the four regional management conferences will bring together between 40 and 50 stations and station sales managers in two-day sessions to hear "125 different solutions to problems that impinge on sales—sales management problems, promotion problems, program problems and general management problems," President Kevin Sweeney told the directors.

First of the conferences is scheduled Aug. 16-17 at Rickey's in Palo Alto, Calif., for west coast station executives. It will be followed by one for the Midwest on Sept. 6-7 at a site to be selected; a southern meeting Sept. 10-11 at the Buena Vista in Biloxi, Miss., and an eastern meeting Sept. 13-14 at Skytop Lodge, Skytop, Pa.

Under RAB's local "sales committee" program, RAB member stations in an area work jointly with an RAB executive in making united presentations on radio's sales effectiveness to key local advertisers. The expanded plans approved last week call for such visits to 20 cities during the next year, with four RAB executives (instead of one) working each city and making up to 45 presentations (instead of three to nine) to local and regional advertisers [B•T, June 4]. First cities to be visited are Boston, Chicago and San Francisco.

In the expansion of the second National Radio Advertising Conference, RAB plans to invite more than 500 agency-advertiser decision-makers, as against 300 who were RAB's guests last year. RAB sponsors and arranges the conference but principal speakers are advertiser and agency people who present case histories on their successful use of radio.

The "blitz" plan, also to be expanded, involves the concentration of RAB direct-mail, original research, special presentations and similar radio sales material upon all important executives within a given industry for a 30-day period, instead of spreading it over a period of a year. This technique has been used in the beer industry, is currently being used among watch advertisers, will be expanded to other fields including tobacco, food, chain stores, appliances and cosmetics.

The board meeting was held Wednesday. It was preceded by Tuesday sessions of the executive and finance committees, whose members also are on the board.

John Poor, president of Mutual, was elected to the board and appointed to the finance committee. He replaces Robert A. Schmid, also of Mutual but now more closely identified with activities of the parent RKO-Teleradio Pictures and the General Teleradio Film Div. than with the radio operation alone.

Agency Film Demands Explained to SMPTE

IN AN attempt to familiarize film producers with the reasons behind the demands made upon them by advertising agencies, two executives from J. Walter Thompson Co., New York, last week spoke on current day advertising practices before the Atlantic Coast section of the Society of Motion Picture & Television Engineers in New York.

William Briggs, account executive, briefed the SMPTE audience on the growing importance of market (product and consumer) research today. He cited the increasing and changing populations and shifting tastes as considerations that make it impractical to rely on experience in predicting marketing attitudes. He explained that advertisers and agencies must make use of product research to determine "the preferences of the market as applied to the characteristics of products and their containers." Consumer research, he said, is used to analyze "the characteristics of the ultimate user in reference to a specific product . . . and provides a better understanding of end uses of the product."

Wallace Elton, vice president and director of J. Walter Thompson, spoke on "the use of pictures in communications." He made the point that pictures are a significant force in communications, quoting a research study that "65 percent of the knowledge of the human being is assimilated through the eyes." He cautioned that it takes a better picture to hold the eye because it is constantly being "assaulted by competing pictures."

Mr. Elton used slides to demonstrate steps in the development of advertisements and indicate the reasons for selecting a particular approach for a particular selling job. He explained that the selection of photography or art work and other components of an advertisement usually are the result of an agency's knowledge of its audience and of the tools of its trade. He pointed out that changes made along the way toward the finished filmed commercial are necessary ones but often lead film producers to consider an agency a difficult customer.

Gitlin Talks on Tv's Service

IRVING GITLIN, CBS director of public affairs, is scheduled to address the principal luncheon of a June 13-14 workshop on tv production for national social welfare organizations, in New York, under the sponsorship of the National Social Welfare Assembly. Mr. Gitlin will discuss "Television's Role in Interpreting Community Service and Social Welfare." Other broadcasters who will participate in the program—part of which will be on "Solving Basic Tv Problems"—are Clarence Worden, WCBS-TV New York public affairs director; Robert B. MacDougall, WATV (TV) Newark program director, and A. Cledge Roberts, New York U. radio-tv summer workshop director.

TRADE ASSOCIATION SHORTS

Avery-Knodel, N. Y. station representation firm, signed as member of Television Bureau of Advertising, bringing TvB's membership in representation field to 12.

in Philadelphia **WPEN** is the station of

per**SELL**nalities

STEVE ALLISON

Monday through Sunday
11:05 P.M.—2:00 A.M.

The personality with the highest "excitement" rating in broadcasting anywhere. Firecracker-names and issues keep studios packed and even staid Philadelphia up 'til after 2 A.M.

SOLD OUT

FRANK FORD

Sunday
4:05 P.M.—6:00 P.M.

The world's only living disc jockey who doesn't play jazz, barrelhouse, or rock 'n roll. He features songs that were popular when you and I were young, Maggie, as well as hits from Broadway shows. Two hours of relaxation on Sunday afternoons.

FIRST IN PULSE RATINGS

THE 950 CLUB
CAL MILNER & LARRY BROWN

Monday through Saturday
1:05 P.M.—7:00 P.M.

For 15 years the 950 Club has been passing an inheritance of the best in popular music from generation to generation. Top ratings, the highest city mail-count and daily studio-jamming crowds, prove that *all* generations are loyal to this legacy.

FIRST IN RATING INCREASES*

PAT AND JACK

Monday through Saturday
9:05—10:00 A.M.

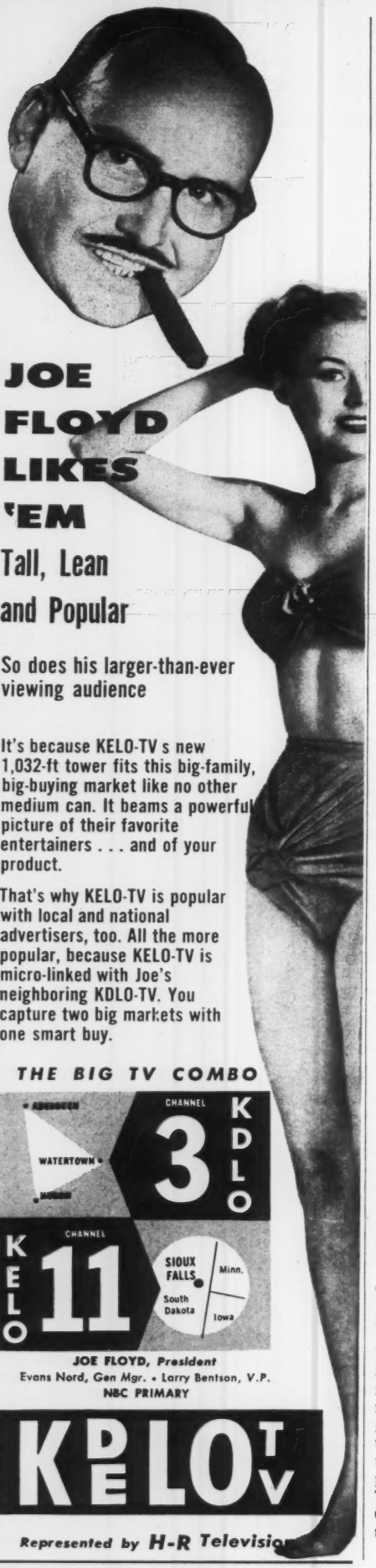
The only team in Philadelphia that rivals the Phillies in popularity. Leads all other food shows with the "Angel-in-the-kitchen", "Princess-in-the-parlor" and — delivers guaranteed merchandising extras in the Penn Fruit Company, the food chain named *Brand Name Retailer* of the year.

SOLD OUT

dial 950 WPEN

Represented Nationally by Gill-Perna, Inc.
New York, Chicago, Los Angeles, San Francisco

*Pulse



JOE FLOYD LIKES 'EM

Tall, Lean and Popular

So does his larger-than-ever viewing audience

It's because KELO-TV s new 1,032-ft tower fits this big-family, big-buying market like no other medium can. It beams a powerful picture of their favorite entertainers . . . and of your product.

That's why KELO-TV is popular with local and national advertisers, too. All the more popular, because KELO-TV is micro-linked with Joe's neighboring KDLO-TV. You capture two big markets with one smart buy.

THE BIG TV COMBO

JOE FLOYD, *President*
Evans Nord, *Gen Mgr.* • Larry Bentson, *V.P.*
NBC PRIMARY

KELO TV

Represented by H-R Television

—PERSONNEL RELATIONS—

TV NETWORKS SIGN PACT WITH WRITERS

Nationwide walkout averted when guild wins recognition of two strike issues which include separation of rights and non-exclusivity of services.

A LAST MINUTE agreement between the three major television networks and Writers Guild of America in Hollywood averted a nationwide strike Monday as tv film writers won recognition of two strike issues—separation of rights for all writers and non-exclusivity of services.

The new agreement is effective until Jan. 1, 1960. Negotiators were in continuous session during the final two weeks of the talks.

On the first of the two chief issues, the networks agreed to make no distinction between writers assigned to a single tv film series and writers assigned to multiple series and to accord separation of rights to all freelance writers whether employed on a week-to-week or per-script basis, or assigned to a single or multiple series.

An exception to this understanding covers writers hired for several duties such as writer-director-producer, for instance, who also create ideas for a program series. In this case, the networks will acquire all rights for three years with specific compensation to the writer if a series is developed for his idea within that time. This would include a $225 royalty for each episode, participation in re-runs of each episode up to a total of 140% of minimum and a 25% interest in all subsidiary rights. If the network fails to exploit the program series within the three-year period, all rights revert to the writer.

On exclusivity of a writer's services, something which the networks have favored to assure continuity of creative thought, certain guarantees of employment were established in the new pact. In order to require the writer's services on a basis of complete exclusivity, the network must guarantee at least six one-hour, 13 half-hour or 26 quarter-hour shows, for which the network would be entitled to a maximum of 26 weeks of the writer's exclusive services. The writer during this time, however, could write for other media such as movies, plays or books.

Financial terms of the new network agreement are comparable to those signed by WGA recently with the Alliance of Television Film Producers, other independent tv film producers and the Assn. of Motion Picture Producers. Half-hour story and teleplay writers draw $1,100 while the hour program writers get $2,000 and 90-minute show writers get $2,900. First re-run draws 35% of minimum, second re-run 30% and the third, fourth and fifth 25% each.

Taradash, Kanter Winners In Writers' Mail Election

NEW officers of Writers Guild of America [West] were announced in Hollywood last week following a supplementary mail election made necessary by a constitutional amendment reorganizing the officers upon amalgamation of the tv and radio writers into a single branch of the union. Daniel Taradash was elected first vice president and Hal Kanter was named secretary. They join Edmund Hartmann, president; Gomer Cool, second vice president, and Curt Kenyon, treasurer, hold-over officers from last year.

New members of the WGAW Council for the

We mean B-5, WLOL'S Big 5 disc jockeys. They give a million-and-a-half radio listeners in the Twin Cities market exactly what they want in Music, News, and Sports . . . in shopping hints, too.

B-5 is the reason WLOL provides the most responsive, quick sell, block-by-block, town-by-town coverage in the Twin Cities orbit. WLOL is the top rated station for out-of-home listening. All in all, WLOL gives you more radio homes per dollar (Pulse and SRD) than any other station.

WLOL

MINNEAPOLIS ST. PAUL
1330 on your dial 5000 watts
LARRY BENTSON, President
Wayne "Red" Williams, Mgr., Joe Floyd, V.P.

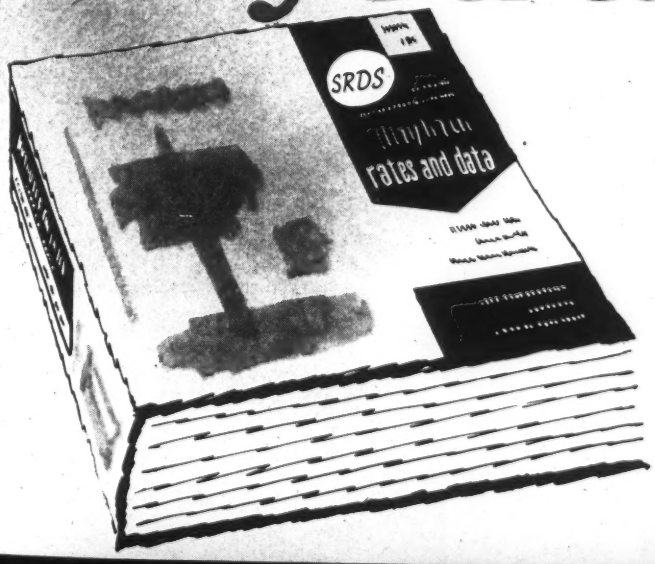
PULSE PROVES WLOL
No. 2 STATION IN THE NORTHWEST
No. 1 BUY IN THE TWIN CITIES

represented by AM Radio Sales

The plans board retires into closed session • works up a preliminary program that runs into six figures • your medium is mentioned • a big contract hangs in the balance • the media director reaches for Standard Rate •

and if you have a Service-Ad near your listing...

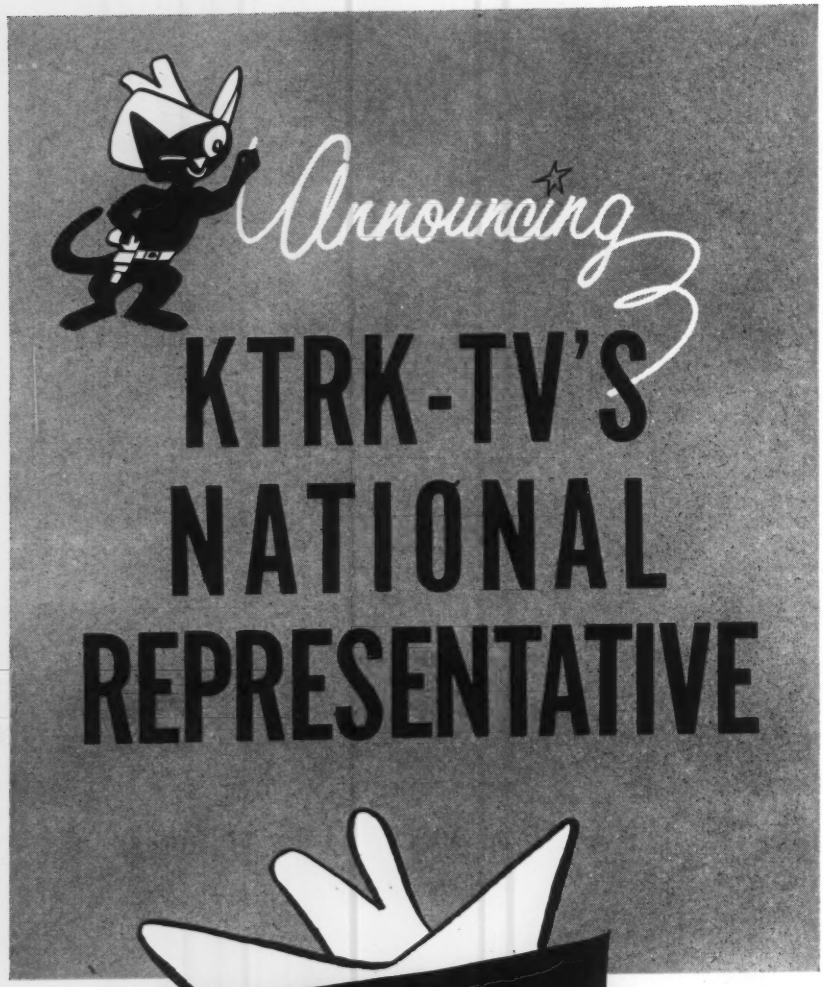
you are there



For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among advertisers and agencies has taught us that one of the most important uses of Service-Ads comes at those times when conference room doors are locked, challenges and suggestions come thick and fast, and somebody has to come up with answers—fast.



SEE YOUR Hollingbery MAN

FOR HOUSTON'S BEST BUY!

KTRK-TV

THE CHRONICLE STATION, CHANNEL 13, P.O. BOX 12, HOUSTON 1, TEXAS—ABC BASIC

HOUSTON CONSOLIDATED TELEVISION CO. • General Mgr., Willard E. Walbridge
Commercial Mgr., Bill Bennett

Television-Radio Branch include President David Dortort, Vice President Gene Wong, Secretary-Treasurer Al Martin and board members James Allardice, True Boardman, Erna Lazarus, Phil Leslie, Fenton Earnshaw, Les Farber, Howard J. Green and Malvin Wald.

Earnings for Writers In Tv, Films Increase

A STRONG JUMP in tv and film writers' income in Hollywood was registered during the past year, according to the annual financial report of Writers Guild of America (West) by its treasurer, Curtis Kenyon. Important gains were made in both motion picture and television fields with the result that revenue for film writing is showing signs of recovery and television writers have pulled to within nearly 50% of total earnings of screen writers. Gains in radio earnings also have been made.

Dues from screen writers increased from $86,200 for the year ending March 31, 1955, to $107,500 for the year ending last March 31. According to Don Taradash, president of the Screen Writers branch, this means that screen writer income is back above the $10 million annual figure for first time in three years. After a 1952 high of $11.8 million, screen income by mid-1955 had slid to $8.6 million, he said. But for this past year the figure jumped to $10,750,000. Television dues rose from $19,600 for year ending March 31, 1955, to $47,400 for the twelve months ending March 31, 1956, representing income of $4.74 million.

Approximately $250,000 in re-run payments have been collected by the Writers Guild of America (West) for members in its television writers branch, according to David Dortort, president of the latter group.

In a report at the guild's annual meeting in Los Angeles, Mr. Dortort said that the payments accrued under a film television contract now superseded by new agreements. These new agreements, recently concluded with major film tv subsidiaries and the Alliance of Independent Film Television Producers, will assure an even quicker and greater return on re-runs, Mr. Dortort said.

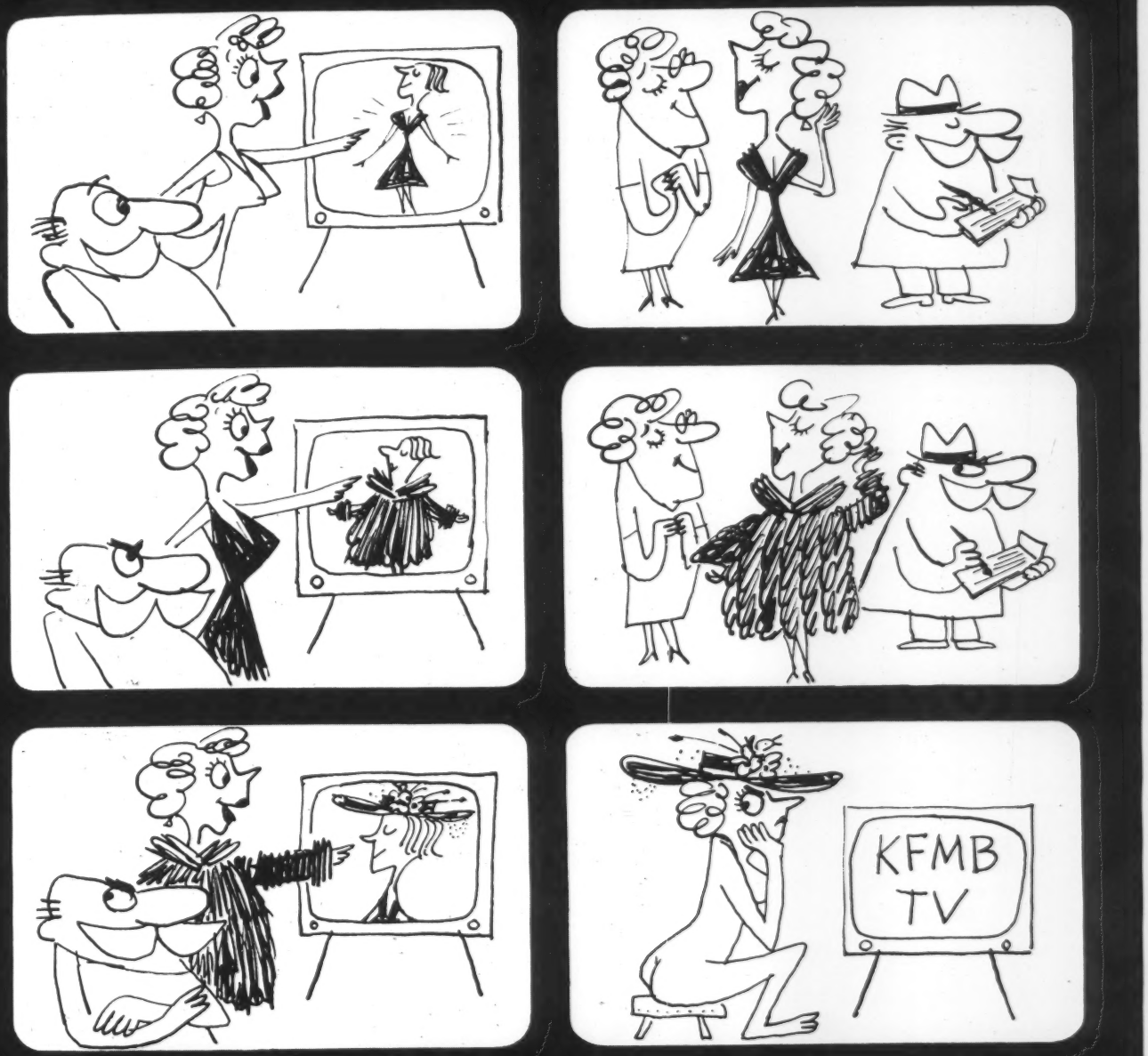
AFM Opens Convention Today; Local 47 Battle in Spotlight

THE American Federation of Musicians opens its annual convention at Atlantic City, N. J., today (Monday), with the spotlight centered on an expected appeal to be laid before the meeting by 11 rebel leaders of Los Angeles Local 47 who have been ordered suspended from the union for varying periods of times [B•T, May 14]. The International Executive Board of AFM agreed to hold the suspension in abeyance until their appeal could be placed before the AFM.

AFM Hearings Will Continue

FURTHER investigation of the AFM music performance trust fund, with hearings expected to be held in New York and Washington, was reaffirmed last week by Rep. Joe Holt (R-Calif.). He is the Republican member of the three-man subcommittee of the House Labor and Education Committee which probed the trust fund and its relation to the anti-Petrillo rebellion within AFM Hollywood Local 47 a fortnight ago [B•T, May 28]. Congressman Holt said the hearings will be resumed after the AFM national convention in Atlantic City this week.

We're selling more clothes in well-dressed San Diego!



55% More Than in 1950*
Now more than Portland, Ore.; Birmingham, Alabama; Columbus, Ohio or Norfolk and Portsmouth, Virginia combined.

San Diego has more people, making more, spending more and watching Channel 8 more than ever before.

Sales Management, 1955

KFMB 8 TV
ABC CBS
WRATHER-ALVAREZ BROADCASTING, INC. SAN DIEGO, CALIF.
REPRESENTED BY PETRY

America's more market

THE L.B. Wilson STATION

WCKY

CINCINNATI OHIO

"31,835 NEW Customers"

SHAFFER BRENNAN MARGULIS *Advertising* COMPANY

ESTABLISHED 1912 — MAIN 1-2579

4 NORTH EIGHTH STREET. SAINT LOUIS 1. MISSOURI

May 11, 1956

Mr. C. H. Topmiller
Radio Station WCKY
Cincinnati, Ohio

Dear Top:

31,835 new customers!

Yes, Top, WCKY has produced, in a few months, exactly 31,835 new customers with more coming every day, for our client, Ellers Company of Burbank, California.

WCKY has always produced box-car totals for our clients. We're writing you about the Eller results because they prove that WCKY is still booming along, even as of old, despite television.

And here is a point which interests our client (and us) even more than the actual results: As you know, Ellers Company distributes on an ON-APPROVAL FREE TRIAL basis, an automotive item called the GAS SAVER or GANE NEEDLE. Ellers collects no money in advance-- and none until and unless the prospective customer wants to pay for the Gas Saver. So, it looks like our client takes TWO chances:
1. That their automotive item will do the job claimed for it.
2. That the quality of your listeners is satisfactory and enough listeners will pay for the Gas Saver, if they like it.

The fact that we've just authorized you to produce 50,000 more responses is proof beyond doubt, of the quality of your listeners. And, of course, it's proof that WCKY is still the best-producing station in the country.

Sincerely,

SHAFFER BRENNAN MARGULIS ADV. CO.

S. I. Rosenfeld

S. I. Rosenfeld

SIR:lz

". . . best producing station in the country"

WCKY . . . ON THE AIR EVERYWHERE ● TWENTY-F

WCKY....

"Best producing station in the country" can get BIG SALES RESULTS for You.

•
•
•
•

Large Audience
High Power
Low Cost
BIG SALES RESULTS

make WCKY your BEST BUY in Cincinnati

•

50,000 WATTS OF SALES POWER

BUY WCKY . . . INVESTIGATE TODAY

NEW YORK	CINCINNATI	CHICAGO	SAN FRANCISCO	LOS ANGELES
Tom Welstead Eastern Sales Mgr. 353 E. 51st St. Phone: Eldorado 5-1127	C. H. "Top" Topmiller WCKY Cincinnati Phone: Cherry 1-6565	A M Radio Sales Jerry Glynn 400 N. Michigan Ave. Phone: Mohawk 4-6555	A M Radio Sales Ken Carey 607 Market St. Phone: Garfield 1-0716	A M Radio Sales Bob Block 5939 Sunset Blvd. Phone: Hollyw'd 5-0695

FOUR HOURS A DAY • SEVEN DAYS A WEEK

FCC PREPARED TO FINALIZE PROPOSALS ON TELEVISION ALLOCATIONS THIS WEEK

Commission meets tomorrow to study problem and is expected to entertain plans looking toward moving major portion of U. S. to high-band if present coverage can be maintained; some deintermixture seen permitted soon.

BUTTRESSED by a new court ruling giving it virtual *carte blanche* in handling of tv allocations, the FCC this week is prepared to finalize pending proposals designed to get it off the Congressional hook, and pave the way for greater competition in nation-wide video service.

The action will be preliminary, and preparatory to new rule-making proceedings. It looks toward a spectrum that will encompass both uhf and vhf, but with the immediate objective of providing at least three competitive tv services in primary markets (three basic network competition), even if it entails some slight deviations from established standards.

While the report to be considered tomorrow (Tuesday) will anticipate the eventual move of tv service to uhf, either for the entire country, or a major segment of it, there will be no "deadline" for the shift. It would come only if uhf is found capable of providing adequate coverage, comparable to that offered by vhf.

It will also, it is generally known, offer to entertain petitions for deintermixture or vhf drop-ins—provided that certain conditions are met.

And it will boost uhf maximum permissible power to 5 million watts. Uhf maximum at present is 1 million watts.

The Commission met last Monday and was in general agreement on its course of action. Only Comr. Rosel H. Hyde was understood to completely oppose the move. The vote is expected to be 6-1.

[For a more detailed report on the pending proposal, see below.]

If accepted by the Commission tomorrow the report could be issued this week. However, this is believed problematical because editorial revisions may be required.

One of the major editorial changes is expected to be concerned with the implications of Thursday's Court of Appeals decisions in the deintermixture cases (see story page 68). There is anxiety in some FCC circles that the appellate court's ruling was based in part on one of the FCC's arguments—that the Commission felt deintermixture could only be accomplished on a nationwide scale, not on a piecemeal basis. Since this is virtually what the Commission is proposing to do, some rewording of the report to bolster the Commission's decision to provide for case-by-case consideration may be expected.

Meanwhile, behind the scenes activity which was aimed at establishing a non-profit foundation to upgrade uhf along the lines of Chairman McConnaughey's call for a "crash" uhf program, made at the NARTB convention last April, reached a climax last Monday when a group of manufacturers and broadcasters met and failed to agree on a method of operation.

At the same time, it was learned that the *ad hoc* committee appointed by Sen. Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, within a week or two may agree on a report which would call for an independent "audit" of television from a technical, economic and social aspect (see story page 72).

How It Might Be Done

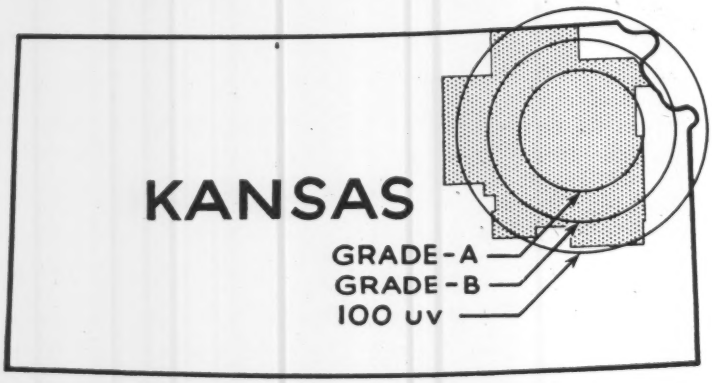
The FCC's plan of action—if adopted without serious revision tomorrow—envisages a possibility of eventually moving all television to the uhf band or doing so in certain areas (such as Zone I or that area east of the Mississippi River).

But, the Commission holds, this cannot be done until it is known whether uhf can do the job now being accomplished by vhf. The goal the Commission apparently seeks is that uhf perform in coverage and otherwise on a par with vhf. This means a development program—not only to determine uhf's overall potential, but also to increase the capabilities of uhf transmitters, antennas and receivers.

Chairman McConnaughey called for a uhf development "crash" program in his speech before the NARTB convention last April.

Until the potential of uhf is known, and equipment is improved, the Commission is agreed, it is understood, that there should be no mass deintermixture, no deletion of the table of allocations, no formal changes in milage separations. The Commission will, however, look with favor, it is understood, on deintermixture requests where such a move will

THESE 20 KANSAS COUNTIES



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SEE YOUR A.R.B.

for the TOPEKAREA

WIBW-TV
SEE YOUR Channel 13 CAPPER MAN
V H F
The Kansas View Point

CBS
ABC

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New York-Los Angeles $99 plus tax

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The first nonstop trans-continental DC·7 aircoach

Already the star of the vacation season, American's new "Royal Coachman" is the *first* nonstop aircoach service coast to coast on the DC•7, world's fastest airliner. This luxury aircoach is an all-coach service. It offers reserved seats . . . passenger lounge . . . and fine meals, served at economical prices. There are three "Royal Coachman" flights daily—two between New York and Los Angeles offering the fastest daylight or overnight low fare service—and one between Washington and Los Angeles, over 2 hours faster than any other aircoach. Make your reservations now!

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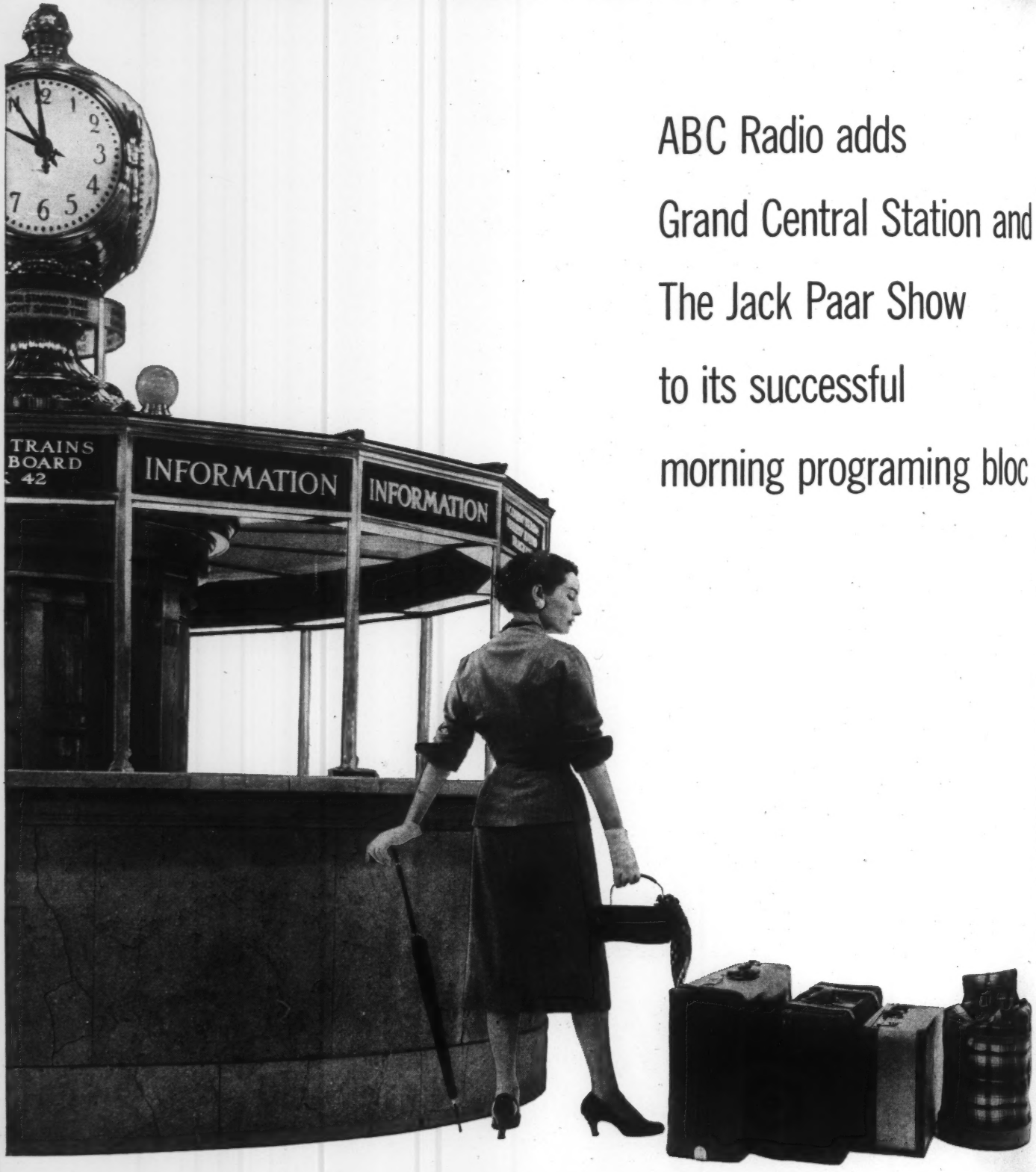
America's Leading Airline

COUPLE OF NEWCOMERS MOVING IN



ABC Radio adds
Grand Central Station and
The Jack Paar Show
to its successful
morning programing bloc

IG INTO THE BLOC!

July 2 is moving day. First, *Grand Central Station* moves into the 11 AM (NYT) slot, Monday through Friday. And right next door, at 11:15 AM (NYT), Monday-Friday, comes the lively *Jack Paar Show!*

Grand Central Station — the famous drama series created by Martin Horrell—*returns* to radio with all the expert acting, production and scripting that made it famous. Stories are *weekly* — start Monday, end Friday to maintain ABC Radio's unique morning programing formula.

The Jack Paar Show — built around Paar's special brand of humor. Jack comments on human foibles, plays hit tunes, talks and kids with famous guests. He not only delivers the commercials for you, but also is one of the nation's most merchandisable personalities to trade and public alike.

Two bright newcomers in a bloc of old (and substantial) friends:

NYT	Monday through Friday	ABC
9:00 am	Don McNeill's Breakfast Club	23 years
10:00 am	My True Story	12 years
10:30 am	When a Girl Marries	4 years
10:45 am	Whispering Streets	3 years
11:00 am	GRAND CENTRAL STATION	*
11:15 am	THE JACK PAAR SHOW	*

Two *additional* quarter hours of topflight network morning radio from the network that is *e-x-p-a-n-d-i-n-g.*

***Special introductory rates *through Dec. 28, 1956,* to prove to you, your slide rule and the most merchandising-minded sales manager alive that ABC Network morning radio is the move for you.**

ABC RADIO NETWORK

result in assigning to a market at least three comparable facilities. Presumably, such a request will have to prove no serious loss of service to viewers now being served by existing or potential vhf stations.

The FCC will, it is indicated, accept some reduction in vhf co-channel mileage separations in order to permit the shoehorning of additional vhf channels into a market in order to meet this three-to-a-city goal. No change in adjacent channel separation will be tolerated, it is presumed.

Present vhf mileage separations call for 170 miles between stations on the same channel in Zone I, 190 miles in Zone II and 220 miles in Zone III.

The only affirmative action which it is believed the FCC will take in tomorrow's meeting will be the boost of uhf maximum permissible power to 5 million watts. This compares to today's maximum of 1 million watts. Only four uhf stations are operating, or are authorized this maximum today. They are WBRE-TV and WILK-TV Wilkes-Barre, Pa.; KPTV (TV) Portland, Ore., and WJMR-TV New Orleans, La.

Zone 1 Tower Proposal

The proposal to permit vhf stations in Zone I to increase their antenna height above average terrain from the present 1,000 ft. maximum to 1,250 ft. will be denied, it is indicated. Maximum antenna heights are those heights at which maximum power may be used. Stations over the maximum heights today must reduce power according to a height-power ratio. Last December, the Commission revised its antenna height rules to aprove the 1,210-ft. antenna of WBEN-TV Buffalo, N. Y. The tower was built in 1951 when the Commission issued its Third Report on tv allocations permitting this height. However, when the Commission issued its Sixth Report and Order in 1952, the maximum was set at 1,000 ft.

Running throughout the Commission's thinking regarding the future move of all tv to uhf (or in a major section of the country) is the fear that uhf may not be able to meet the service performances now in existence with vhf. Yet, it is acknowledged that the uhf band provides the only space where there are sufficient channels to permit a national, competitive television service.

There are strong inferences that proposals for selective deintermixture, changes in mileage separations to permit more vhf channels in various markets and other plans are palliatives, at best. The Commission presumably is denyinig these suggestions, including recommendations submitted by ABC, CBS, Comr.-designate T. A. M. Craven, Mullaney-Welch, Mott & Morgan.

Will Solicit Comments

It is understood that the FCC will call for comments on its plan to move tv to uhf and its desire for research and development with the deadline to be in 60 days after issuance of the report on the allocations proceeding. After that, the Commission is understood to hold to the idea that further proceedings may be necesary.

In requesting ideas and recommendations on how it should go about realizing this move of tv to uhf (provided uhf is shown to have the desired capabilities), the Commission inferentially also is inviting comments from non-broadcast services, military services and government agencies on their needs and intentions regarding the use of vhf. The lower vhf band (chs. 2-6) is said to be particularly desirable for international communications, "scatter" communications and for aditional spectrum space for such non-broadcast services as taxicab, petroleum, railroad, industrial, etc.

Among the ideas the Commission seemingly is looking for regarding uhf's potentials are those involving shadow areas, the use of boosters and satellites, as well as improvements in transmission and reception equipment.

A basic implication in the Commission's thinking, it is believed, is that uhf must be the equal of vhf—not in every respect, perhaps, but certainly on an overall basis.

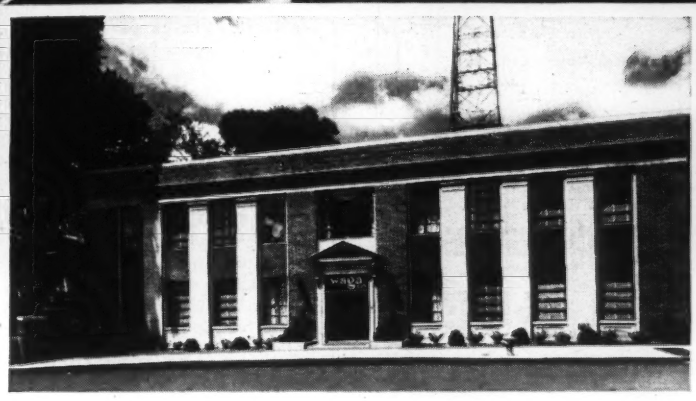
If there is a changeover to uhf, the Commission presumably would afford vhf stations a transition period—the figure of 10 years has been mentioned. This would also protect the public's investment in vhf receivers. During this transition period, vhf stations would undoubtedly be permitted to operate simultaneously on vhf and uhf. There has been some talk of a deadline date—perhaps five years after official notice of the changeover—when vhf stations would be required to begin simultaneous broadcasting.

May Seek Shipment Plan

There may be a request that Congress cooperate by passing legislation forbidding the interstate shipment of vhf-only receivers after a certain date. This would force manufactures to fall in line with the FCC's action, it is felt.

This synopsis of Commission thinking is expected to be adopted by a six to one vote. Comr. Rosel H. Hyde is understood to be the lone holdout. There also is talk that Chairman McConnaughey will try to get Mr. Craven to express his approval of this approach to the vexatious allocations problem.

THERE'S A FINE
"New Look"
on Milwaukee's Channel 12
Now! The Finest Lineup of Weekday Television Programs in the Market
Viewing tastes change. Smart stations change with them. Milwaukee audiences and advertisers have long demanded more and better daytime TV programs. WISN-TV has met the demand with the dynamic "New Look."
Here is daytime programming as fresh and full as the morning sun. Here is Milwaukee . . . the things it likes, the things it does, the things it wants to know. Here are local personalities, endeared for years to the community where they've worked. Here is television, 1956 brand, the way Milwaukee wants it. No interest has been overlooked, no taste neglected.
The results are not surprising. Viewer and advertiser emphatically confirm the wisdom of the menu. Mail is up, phone calls are up, ratings are up and sales are up. Yes, there's a bright "New Look" in Milwaukee television and more and more smart advertisers are fast becoming a part of it.
TOP PROGRAMS
TOP TOWER
1105 Feet
TOP POWER
316,000 Watts
John B. Soell
Director
WISN 12 TV
CHANNEL MILWAUKEE
BASIC ABC AFFILIATE
Represented by
Edward Petry & Co., Inc.



Hugo Bondy, Chief Engineer, WAGA-TV, Atlanta

Says:

"G-E image orthicons pay us a bonus in extra hours of top-grade performance!"

"The first General Electric tube that WAGA-TV bought has clocked over 800 hours, and image reproduction is as sharp and clean as the day we put it in the camera. Other G-E 5820's are showing the same long-life efficiency.

"In all ways, General Electric image orthicons are proving a good investment. Even the packaging is professional—the square containers won't roll off shelves, and damage to the tubes from handling is prevented by cushioning, so that the tubes are protected top and bottom.

"Plenty of research, manpower, and money went into G-E Broadcast-Designed camera tubes. That's evident to satisfied users like Station WAGA-TV!"

* * *

Phone your local G-E tube distributor . . . he stocks Broadcast-Designed image orthicons, gives fast delivery service! *Tube Department, General Electric Company, Schenectady 5, N. Y.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

161-1F3

COURT UPHOLDS FCC IN VHF GRANTS

Appellate unit says it is for Commission to decide if granting v's in established u markets will destroy the uhfs, upholds Corpus Christi, Evansville and Madison grants.

IT IS UP to the Commission to bear the responsibility of deciding whether the grant of a vhf facility to a uhf city might destroy the uhf outlets now in operation there.

That is what the full nine-judge U. S. Court of Appeals in Washington decided last week when it issued a sweeping affirmation of the FCC's power to use its discretion in refusing to stay vhf grants in Corpus Christi, Tex.; Evansville, Ind., and Madison, Wis. These were the bellwether cases involving the petitions of uhf stations to intervene in pending vhf cases or to have the FCC "freeze" vhf decisions until the allocations proceeding was completed.

Argued last April before the full appellate court, the precedent-making ruling upheld the right of the Commission to proceed in making vhf grants, even while it was considering a possible revision of its allocations standards.

The court's decision, written by Circuit Judge George T. Washington, with Judge David L. Bazelon concurring, asserted that "the Commission decision to adhere to the 1952 allocation for the time being, as reflected in its refusal to institute a 'freeze' on construction permits for vhf stations to prevent competition with existing uhf stations, is well within its statutory authority; its decision was based on its finding that the vhf stations would bring additional television service to a significant number of people."

Judge Washington went on: "True, there would be loss to the public if vhf competition should destroy existing uhf stations before the current rule-making proceeding decides the ultimate fate of uhf television. But whether one factor should outweigh the other is precisely the sort of question which Congress, by employing the broad language of Section 303, wished to commit to the discretion of an expert administrative agency, not the courts. It is for the Commission, not the courts, to pass on the wisdom of the channel allocation scheme . . . So long as the Commission's action in such an area of discretion has a reasonable factual and legal basis, we may not overturn it . . . And we clearly should not compel the Commission to delay existing adjudicatory proceedings conducted in accordance with the statute and valid regulations thereunder in order to await the outcome of rule-making proceedings."

Vhf Litigants

Stations involved in the proceeding were ch. 6 KRIS-TV Corpus Christi, now operating; ch. 7 WTVW (TV) Evansville, Ind., and ch. 3 WISC-TV Madison, Wis. Opponents were uhf stations in those communities striving to persuade the FCC to deintermix these cities by deleting the vhf channels.

Still pending a court decision is the Commission's action in assigning ch. 10 to Vail Mills, N. Y., outside of Albany, N. Y. This was stayed by the court and is under attack by uhf stations WMGT (TV) Pittsfield, Mass., and WTRI (TV) Albany, N. Y.

FCC Gets Protests On 'Economic Injury'

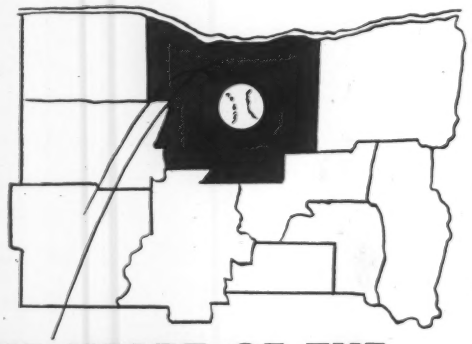
HOW the FCC should handle "economic injury" protests is due to come into focus today (Monday) in oral argument in the Cleveland, Tenn., case where WBAC that city is objecting to the grant of WCLE there.

Briefs covering legal and policy questions raised by the Commission last month [B•T, May 14] have been filed by the Broadcast Bureau, WCLE, WBAC and WHLN Harlan, Ky.

The latter also was involved in an economic injury protest case, but protestant WKYV Harlan gave up the fight and withdrew its application. WKYV received a monetary settlement from WHLN for this move [B•T, June 4].

Broadcast Bureau and WCLE took the position that the FCC cannot legally deny a broadcast application because of economic impact on an existing station, and, they said, even if the Commission has this authority it should not exercise it. WBAC and WHLN took the opposite view.

The economic injury factor, raised by WAML and WLAU Laurel, Miss., against the grant of WPWR to that city, was dropped prior to oral argument before the Commission *en banc* last week. However protestants argued that the Rev. Carroll F. Jackson, Baptist minister and WPWR principal owner, had misrepresented financial qualifications and technical elements to the Commission. Mr. Jackson, arguing his own case, denied any wrongdoing. Broadcast Bureau held that there had not been "willful intent" to deceive and indicated it was agreeable to the grant being sustained.



WHEC
WALLOPS
YOUR
SALES MESSAGE
RIGHT INTO THE HEART OF THE
RICH ROCHESTER AREA!

You pack plenty of sock when you bat out your sales message over Station WHEC, the Station that most Rochesterians listen to most of the time!

We call your special attention to our consistently highly rated daytime hours. ALL of the Top Ten daytime radio shows are carried by WHEC! . . . Write today for availabilities.

BUY WHERE THEY'RE LISTENING: —

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives: EVERETT-McKINNEY, inc. New York, Chicago, LEE F. O'CONNELL CO., Los Angeles, San Francisco

SPONSORS WARM TO AP
Because . . . it's better
and it's better known.

"People Were Hanging On and Yelling . . . ."

Case History No. 21

The worst California disaster since the San Francisco earthquake struck unexpectedly three days before Christmas, 1955. Within hours, the heaviest torrents anyone could remember inundated entire communities.

In the north, the rain-gorged Eel and Klamath Rivers burst their banks. Eureka, a city of more than 23,000, was isolated—its transportation and communication facilities out. To the south, 325 miles away, six feet of water submerged Santa Cruz, where communication facilities also were disrupted.

Frank R. Brown, manager of Eureka's KHUM, had a story to tell —and what a story!

He told it to The Associated Press over a short wave system he had the foresight to set up among amateur radio operators in Eureka and AP in the San Francisco bay area.

Working round-the-clock, Brown ranged the flood-stricken area. Then he hitched a ride with a helicopter pilot and returned to Eureka. He used the air waves to furnish fellow AP members graphic descriptive such as this: **"Can't say how many houses I've seen go down the river, but there were at least 70 or 80—some with people hanging on and yelling."**

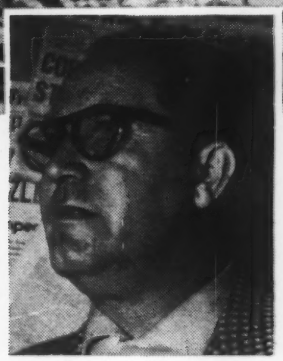
At Santa Cruz, Gloria Lorenzo, News Director of KSCO, also had a story to tell—and what a story!

She decided to risk a 20-mile drive across the Santa Cruz mountain to Los Gatos in hope of finding a telephone line over which to reach AP. She weaved her way around twelve landslides, only to face another disappointment. The wires at Los Gatos also were out. She pressed another hazardous ten miles to Saratoga. Telephones there were operating. She called AP in San Francisco and poured out her story.

Days later a final count on the California holocaust began to emerge. Known deaths rose to 66; 12,500 were evacuated from one community alone, and damage was estimated at $150,000,000.

It was one of the big stories of the year, and AP coverage was fast and accurate, thanks to the cooperation of AP members.

Gloria Lorenzo
KSCO,
Santa Cruz, Calif.



Frank R. Brown
KHUM
Eureka, Calif.

Miss Lorenzo and Frank Brown are among the thousands of reporters who make AP better . . . and better known.

If your station is not yet using Associated Press service, your AP Field Representative can give you complete information. Or write—

Those who know famous brands . . .
. . . know the most famous name in news is AP

CRAVEN BID FINDS FAVORABLE RESPONSE

One-man subcommittee hears first stage of FCC candidate's nomination. There's no opposition in sight; confirmation could come this week.

THE NOMINATION of T. A. M. Craven to the FCC breezed through a hearing by the Senate Commerce Committee's Communications Subcommittee last week in a session that lasted only a few minutes.

No testimony was offered opposing President Eisenhower's nomination of Mr. Craven, a Democrat, to fill the FCC vacancy which will be caused by the expiration June 30 of the term of Comr. Edward M. Webster, an Independent. He was questioned briefly on only two subjects—deintermixture and daytime broadcasters' problems—but was not asked to commit himself beforehand.

Sen. John O. Pastore (D-R. I.), subcommittee chairman, was the only senator present at the brief proceedings. Other members of the subcommittee are being polled and the unit no doubt will report favorably on the nomination to the parent committee, which will act on the nomination at its regular meeting Wednesday morning. The nomination is not expected to meet any significant opposition, either in the Senate Commerce Committee or the Senate itself. The latter body could confirm Mr. Craven's nomination the following day.

Other members of the subcommittee who are being polled: Sens. A. S. Mike Monroney (D-Okla.), Sam J. Ervin Jr. (D-N. C.), John W. Bricker (R-Ohio) and Charles E. Potter (R-Mich.).

Mr. Craven told Sen. Pastore he was severing "absolutely" his connections with Craven, Lohnes & Culver, Washington radio-tv consulting engineers firm of which he is a partner. He listed 45 applications by CL&C clients to the FCC on which he said he will disqualify himself from voting and will not attempt to influence the vote of other commissioners. He has no other interests, he said, which are "incompatible" with FCC membership.

Most of the 45 CL&C client applications are routine, Mr. Craven said, and the only ones which are likely to prove troublesome are the Boston ch. 5 case, in which Greater Boston Tv Corp., a CL&C client, has been favored for the grant by an initial decision, and the Pittsburgh ch. 4 case, in which Tv City Inc., a client of CL&C, has been recommended by an examiner for the grant.

To a question on whether he had any comment on North Carolina daytime broadcasters' troubles, submitted by Sen. Ervin, Mr. Craven said that he was generally familiar with daytimers' problems all over the country, recalling his service on the FCC from 1937-44.

NOMINEE T. A. M. Craven (r) shakes hands with Sen. John O. Pastore after last week's brief, one-man hearing.

Asked by Sen. Pastore whether he wanted to state his views on deintermixture, Mr. Craven said he would rather join the FCC with an "open mind." He said he realized, however, that "something must be done to rectify the existing situation."

Sen. Pastore entered into the record statements by Virginia's two Democratic senators—Harry F. Byrd and A. Willis Robertson—supporting the nomination. Others approving the nomination included Norwood J. Patterson, KSAN-AM-TV San Francisco, and Charles S. Rhyne, District of Columbia Bar Assn.

Two Favor Cueing Proposal

TWO COMMENTS—both favorable—had been received at the FCC by last Monday's deadline for comments on a proposal to license cueing transmitters on a regular basis. NBC and WRFC Athens, Ga., went on record as favoring rulemaking which would license the cueing transmitters (broadcast station inter-com units), under the provisions for remote pickup broadcast stations. The FCC advanced the cueing proposal early last month [B•T, May 7].

Ask the BRANHAM BOYS . . .

NBC AFFILIATE

CHATTANOOGA

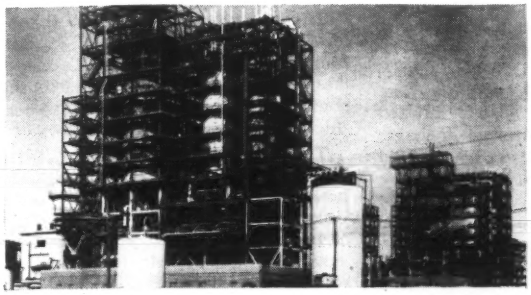
WDEF Radio

CARTER M. PARHAM, President • KEN FLENNIKEN, General Manager

**Well-known Newscaster,
WJBK-TV, Detroit**

Jac LeGoff asks:

"What happens to the money a business takes in?"



W. J. Hallmann, General Accounting Department, Standard Oil Company, Chicago, Illinois:

"Our company did a whale of a business last year . . . $2,102,308,139. That's what we 'took in' as you say and includes taxes collected from customers for government agencies. At the same time we were spending $1,424,739,000 for materials used, operating and general expenses, and salaries and wages. That's equal to 67.8 per cent of the total we took in. Charges for wear and tear amounted to $139,184,000—6.6 per cent. Federal taxes on income and other taxes, including those we collected from customers for government agencies, amounted to $381,267,000—another 18.1 per cent. These costs and expenses amounted to $1,945,190,000 for Standard Oil and its subsidiaries in 1955. That's more than 92 per cent of what we took in."

P. H. Towle, Research Group Leader, Standard Oil Laboratories, Whiting, Indiana:

"In a business as competitive as ours you can't stand still or you won't stay in business very long. You have to keep on improving your product and your service all the time —and that takes money. The two-octane number increase in gasoline made between July 1, 1954, and July 1, 1955, costs the consolidated company over $10,000,000 each year. And last year alone Standard Oil invested millions of dollars in research to bring our customers more powerful gasolines, all-weather motor oils, and other product improvements."

Cyrus Wright, Payroll and Tabulating, Standard Oil Company, Sugar Creek, Missouri:

"There are more than 50,000 Standard Oilers, so you can imagine the size of our payroll! Our people earned $330,800,000 last year in wages and benefits. Yet, believe it or not, large as our payroll was, we paid out $381,267,000 for taxes of all kinds. That includes our own taxes and the taxes we collected from customers for local, state and national governments."

Marvin L. Hayes, Treasurer's Office, Standard Oil Company, Chicago, Illinois:

"Well, it's a small part of the total taken in, but as a return on their investment, a company pays dividends to its share owners. Dividends were paid in 1955 for the 62nd consecutive year. Our last dividend of the 1955 year went to 132,400 owners, many of whom are educational or charitable institutions like Children's Hospital, Detroit (shown above). Dividends amounted to 2.7 cents of each dollar we took in. The rest of what we took in, 4.8 cents per dollar, was retained for use in the business. Including the market value of the special dividend in Standard Oil Company (New Jersey) stock our dividends were equal to about 1/2 of net earnings."

What makes a business a good citizen?

Being open-and-above board, for one thing. That's the American way. Standard Oil Company and its subsidiaries report fully each year to government, shareholders, employees, and the public just what use was made of the money we took in. Copies of our Annual Report for 1955 are available on request as long as the supply lasts. Our address—Standard Oil Company, 910 South Michigan Avenue, Chicago 80, Illinois.

STANDARD OIL COMPANY (INDIANA) STANDARD

HOPE EVAPORATES FOR UHF PROJECT

Closed meeting of broadcasting and manufacturing executives in Washington fails to agree on common ground for non-profit organization for improvement of equipment.

HOPE faded last week for the establishment of a non-profit foundation which would contract out development and research projects among university and industry laboratories for the improvement of uhf equipment.

The project, which was instituted in answer to FCC Chairman George C. McConnaughey's call for a "crash" uhf development project at the NARTB convention last April, failed when broadcaster and manufacturer representatives could not agree on a common ground for the undertaking at a closed informal meeting of broadcasting and manufacturing bigwigs in Washington. It had been hoped that the foundation would be financially underwritten by broadcasters and manufacturers.

Manufacturers are expected to offer to undertake directly the development program called for by Mr. McConnaughey. Through Radio-Electronics-Television Manufacturers Assn., manufacturers last October offered to establish another National Television System Committee. NTSC was instrumental in hammering out the compatible color system finally adopted by the FCC. RETMA convention begins tomorrow (Tuesday) in Chicago's Edgewater Beach Hotel, Chicago.

Among those at last Monday's meeting at NARTB headquarters in Washington were: Broadcasters, Harold Fellows, Thad H. Brown, Robert Heald, and A. Prose Walker, NARTB; Jack Jett, WMAR-TV Baltimore; Campbell Arnoux, WTAR-TV Norfolk, Va.; Joseph E. Baudino, Westinghouse Broadcasting Co., and Frank M. Russell, NBC. Manufacturers: W. R. G. Baker, GE; O. B. Hanson, RCA; Wilson Boothroyd, Philco; and James D. Secrest, RETMA. Present as an observer for the Senate *ad hoc* committee, was Donald Fink, Philco. Mr. Fink is secretary of the Senate working committee.

Meanwhile, a recommendation that Congress appropriate a large sum of money ($1 million has been mentioned) to permit the FCC to contract out to a leading university or research organization a full-scale socio-eco-technical "audit" of television was in the works by a panel of the *ad hoc* committee established by Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee. The *ad hoc* committee is headed by Dr. Edward Bowles, MIT professor of industrial management. The report is being drafted by a panel under the chairmanship of Ralph N. Harmon, Westinghouse Broadcasting Co. engineering vice president.

Stanton, Fellows Named

FRANK STANTON, president of CBS Inc., and Harold E. Fellows, NARTB president-board chairman, last week were named co-chairmen of the Radio-Tv Committee of the President's Conference on People-to-People Partnership. The conference, including a select group of national leaders in various fields [B•T, June 4], was called by President Eisenhower to promote understanding among peoples in a common effort to advance world peace. The conference will meet Tuesday in Washington.

Second Biloxi Initial Grant Favors Ch. 13 for WVMI

SECOND initial decision—reversing a 1954 proposed grant of another FCC examiner—was issued last week recommending that television ch. 13 at Biloxi, Miss., be awarded to WVMI there with denial of the competing application of WLOX, also Biloxi. Last week's decision was handed down by FCC Hearing Examiner J. D. Bond; the first was issued by former Examiner Harold L. Schilz, in July 1954, and favored WVMI for integration of ownership with management, past radio experience and local programming proposals. Examiner Schilz found unfavorable to WLOX's cause the fact that J. S. Love, president-44.6% stockholder, permitted alcoholic beverages to be sold in his Biloxi hotel, contrary to the laws of the state.

The Commission reopened the case on charges that Edward Ball, 1.5% WVMI stockholder and himself the owner of a local hotel also was guilty of law violations with respect to the sale of liquor in his hotel. Also questioned was an agreement whereby Mr. Ball would lend WVMI money to construct the tv station and would receive as security 55% of the stock.

Mr. Bond found that the loan arrangement with Mr. Ball would not deprive Odes E. Robinson, WVMI principal, of "unimpaired management authority" of the proposed tv station.

Men Who Know Akron Best*
BUY MOST on WAKR
IN AKRON...
WAKR IS 1st
*Leading
• DEPARTMENT STORES
• SUPER MARKETS
• BANKS
• AUTO DEALERS
• AND OTHERS
"WACKER" The Leader
WAKR TOPS IN RADIO
IN LOCAL AND NATIONAL SALES
Nationally Represented by WEED AND CO.
RADIO-TELEVISION CENTER
853 Copley Road — Akron 20, Ohio

"Our key executives read Advertising Age regularly"

says **EDWARD H. WEISS**
President
Weiss & Geller, Inc. (Chicago)

"We believe it is our responsibility to both our clients and ourselves to keep in touch with the pulse and thinking of current advertising. That is why our key executives read Advertising Age regularly, and I might add this has proved to be a real service to our organization."

EDWARD H. WEISS

A member of the board of directors of both the Menninger Foundation and the Institute for Psychoanalysis, Mr. Weiss pioneered in the use of social science techniques to uncover keys to better understanding of buying behavior. The result has been a new approach to advertising ideas that have consistently helped to set new sales records for clients. "The task of an advertising agency," says Mr. Weiss, "is to find and touch the buyer's 'pocketbook nerve'. We have learned that this task can be discharged more effectively by utilizing the knowledge and techniques of social scientists. In combination with other forms of market and consumer studies, we have found this understanding of the psychology of buying helps our creative staff."

Getting the pulse of today's marketing and advertising through Advertising Age is a weekly habit with most of the executives who are important to you. Wherever important people need up-to-the-minute information to formulate important advertising plans, there you'll find Advertising Age getting read, quoted and discussed — by those who *influence* as well as those who *activate* important market and media decisions.

Take Weiss & Geller for example. Ranking among the top agencies, it placed some $13,000,000 in 1955 billing — $10,000,000* of it in radio-tv. Among its clients, W.&G. counts such spot advertisers as Wm. Wrigley Co., Sealy Inc., Mogan David Wine, Visking Corp. and Helene Curtis.

Every week, *48 paid subscription* copies of Ad Age reach important desks at Weiss & Geller, copies that get intense, page-by-page readership in executive homes as well as executive offices. Further, Ad Age gets similar readership among advertising, sales and marketing executives of Weiss & Geller clients, for example, 14 copies each week among those mentioned above.

Add to this AA's penetration of advertising agencies with a weekly paid circulation of almost 9,000, its intense readership by top executives in national advertising companies, its unmatched total readership of over 120,000 based on 32,500 paid subscriptions, and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way in 1956.

*Broadcasting-Telecasting 1955 Report

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

1 Year (52 issues) $3

Examiner Favors Transmission By ABC to Tijuana Tv Outlet

FCC Hearing Examiner Herbert Sharfman last week recommended that ABC be permitted to transmit live programs to ch. 6 XETV (TV) Tijuana, Mexico, as the ABC affiliate in the San Diego, Calif., market. Mr. Sharfman's ruling came after a hearing on the protests of San Diego stations KFMB-TV and KFSD-TV to FCC approval to this arrangement last November.

The San Diego stations, each of which has a secondary affiliation with ABC (KFMB-TV is CBS and KFSD-TV is NBC), objected to the FCC grant of ABC's request on the ground that XETV's program policies violated both FCC and Mexican regulations and that the association between ABC and XETV would mean unfair competition to San Diego stations.

Examiner Sharfman held that ABC's effort to improve its competitive position in the San Diego area could be met through use of XETV and that there was no policy objection to using a Mexican station to reach American viewers. Charges that XETV violated Mexican radio regulations, Mr. Sharfman dismissed as not possible of adjudication by the FCC. ABC already has an affiliation contract with XETV for film and kinescope programs. This did not require FCC approval.

Station Comments Favorable To Remote Control Extension

ABOUT 50 comments have been filed with the FCC on the Commission's proposed rulemaking to extend remote control transmitter operation to all am and fm stations. Most of the comments are from stations, which are overwhelmingly in favor of the proposed rulemaking, which is backed by NARTB.

Deadline for comments was extended by the FCC last month to July 2 [B•T, June 4].

Most of the stations simply go on record as favoring remote control of all am and fm stations. Present FCC rules allow remote control operation only for non-directional am and fm stations, both of 10 kw or less.

The stations are backed in favoring the proposal by several consulting engineer groups, among them A. Earl Cullum Jr., Dallas, and Kear & Kennedy, Washington, D. C. Among opponents of the proposal are Palmer A. Greer, radio-tv consultant, Greenville, S. C.; Gerald R. Chinski, radio engineer, Houston, Tex., and F. A. Kilgore and Eugene T. Goldrup, Sonoma, Calif.

Many of the stations and engineers, while approving the FCC proposal, suggested specific methods for maximum efficiency and safeguards.

The International Brotherhood of Electrical Workers is collecting performance data on individual stations from local chapters whose members are employed by the stations concerned [B•T, June 4].

SAVANNAH is yours

and the Coastal Empire with six new counties added by Television Magazine May issue.

on WTOC-TV

PULSE POSITIVE!

CBS - ABC
HIGHEST POWER
HIGHEST TOWER
GREATER COVERAGE

PULSE, INC., MARCH 1956

- 15 OF THE TOP FIFTEEN ONCE A WEEK SHOWS!
- 8 OF THE TOP TEN MULTI-WEEKLY SHOWS!

WTOC-TV LEADS!

MORNING 164% greater share of audience than Station B and WTOC-TV has 66% of the total audience!

AFTERNOON 39% greater share of viewers watch WTOC-TV than Savannah's other station — 57% of the total audience!

NIGHT 54% greater share of viewers than Station B and 60% of the total evening audience!

SATURDAY, SUNDAY

Saturday morning WTOC-TV delivers 255% greater share and 44% greater share of audience in the afternoon, 152% more at night than Station B. Sunday from 1:00 P.M. to 6:00 P.M. WTOC-TV delivers 73% greater share of audience and 152% greater audience Sunday Night!

WTOC — AM - FM - TV

Represented by Avery Knodel, Inc.

Brownwood, Tex., Milwaukee Tv Grants Issued by FCC

GRANT of tv ch. 19 Brownwood, Tex., was made by the FCC last week to O. L. Nelms, Dallas realtor, who a fortnight ago was awarded a grant in Flagstaff, Ariz., for ch. 9 [B•T, June 4], and who has two other tv applications pending for his native state—for ch. 12 in Alpine and ch. 19 in Victoria.

Also granted last week by the FCC was ch. 10 in Milwaukee to Milwaukee Board of Vocational & Adult Education, marking the 41st educational tv grant.

Mr. Nelms' grant calls for .645 kw visual power. Proposed antenna height above avarage terrain is 307 ft. Costs are estimated at $67,635 for construction and $84,000 for first year operation. First year revenue was listed at $120,000. The educational grant calls for 107 kw visual power, while operating with an antenna 370 ft. above average terrain.

Ashtabula Uhf to Quit

EXPRESSING HOPE that a truly competitive tv service will result from the FCC's decision on the overall allocations, ch. 15 WICA-TV Ashtabula, Ohio, last week informed the Commission that it will indefinitely suspend operations commencing Saturday, June 16. WICA-TV told the FCC that a return to operations will take place as soon as economic conditions warrant. This makes the 37th uhf station to cease operation and retain its construction permit. A total of four v's and 23 u's have gone off the air and returned their cp's.

Gladstone to New FCC Div.

APPOINTMENT of Arthur A. Gladstone, chief of Services and Facilities Branch, FCC's Common Carrier Bureau Telephone Div., as head of newly-created Domestic Radio Facilities Div. was announced last week. The new division will handle common carrier functions concerning the radio services and facilities of domestic common carriers, now under the Telephone and Telegraph Divisions. Mr. Gladstone joined the FCC in 1941.

Need an IDECO tower in your front yard?

JOB DATA: Station WTOC-TV, Savannah, Ga. Self-supporting Ideco tower, 501 feet including 12 bay antenna, 40 lb. wind load. Transmitter building partially surrounds steel frame base for tower.

● That's just what WTOC-TV wanted . . . and Ideco tower engineers met this unusual requirement, neatly solved the problem of putting tower and transmitter building in the tiny area shown in the photo.

Unusual? Sure . . . and maybe you'll never have to wrestle with such a problem. But it does dramatize the breadth of knowledge, the varied skills, that Ideco tower engineers have to draw on for **every** tower job. Since broadcasting's infancy, towers by Dresser-Ideco have served the broadcasting field.

Whatever your requirements, a tower by Dresser-Ideco . . . tailored to your specific needs . . . can best serve you, too. Write us . . . or contact your nearest RCA Broadcast Equipment representative.

DRESSER-IDECO COMPANY
One of the DRESSER INDUSTRIES
COLUMBUS 8, OHIO

Branch: 8909 S. Vermont Ave., Los Angeles 44, Calif.

IDECO

Tall or Short . . . for TV, Microwave, AM, FM . . . IDECO Tower "Know-How" Keeps You on the Air

Tax Relief for Uhf Sets Proposed in Senate Bill

SEN. EDWARD MARTIN (R-Pa.) last week introduced a bill (S 3994) to reduce from 10% to 5% the federal excise tax on tv sets which receive vhf channels and 50 or more uhf channels. The tax on vhf-only receivers would be kept at 10% under the bill.

Sen. Martin's bill is identical to one (HR 10,424) introduced by his colleague in the House, Rep. Carroll Kearns (R-Pa.). Rep. Kearns' measure was introduced in April following a meeting of the Pennsylvania congressional delegation with representatives of the Committee for Competitive Television [B•T, April 16]. CCT asked the Pennsylvania and North Carolina delegations at that time to introduce bills to reduce the tax on uhf sets.

The Martin bill was referred to the Senate Finance Committee.

KITE Protests KTSA Sale

KITE San Antonio, Tex., has protested to the FCC against the $306,000 sale of KTSA there to McClendon Investment Corp., approved by the Commission last month [B•T, May 7]. KITE (930 kc, 1 kw day) told the FCC that operation of KTSA by McClendon interests puts KITE in an unfair economic position and subjects it to economic injury. KTSA becomes the eighth Noemac (James Noe-Gordon McClendon) station and with its enhanced purchasing power the station is in a better position to compete unfairly, KITE said. In asking a hearing on the sale, KITE also attacked the new KTSA programming practices, claiming they are designed to destroy competition.

BOXSCORE

STATUS of tv cases before FCC:

AWAITING FINAL DECISION: 11

Corpus Christi, Tex., ch. 10; Miami, Fla., ch. 10; Peoria, Ill., ch. 8; Seattle, Wash., ch. 7; Springfield, Ill., ch. 2; Jacksonville, Fla., ch. 12; Raleigh, N. C., ch. 5.; Hartford, Conn., ch. 3; Paducah, Ky., ch. 6; Indianapolis, Ind., ch. 13; New Orleans, La., ch. 4.

AWAITING ORAL ARGUMENT: 7

Boston, Mass., ch 5; Charlotte, N. C., ch. 9; Orlando, Fla., ch 9; St. Louis, Mo., ch. 11; McKeesport, Pa., (Pittsburgh), ch. 4; Buffalo, N. Y., ch. 7; Biloxi, Miss., ch. 13.

AWAITING INITIAL DECISION: 4

Hatfield, Ind., (Owensboro, Ky.), ch. 9; San Francisco-Oakland, Calif., ch. 2; Pittsburgh, Pa., ch. 11; Toledo, Ohio, ch. 11.

IN HEARING 6

Beaumont-Port Arthur, Tex., ch. 4; Cheboygan, Mich., ch. 4; Mayaguez, P. R., ch. 3; Onondaga-Parma, Mich., ch. 10; Lead-Deadwood, S. D., ch. 5; Coos Bay, Ore., ch. 16.

WQAM-AM-FM Sale Filed For Commission Approval

APPLICATION seeking transfer of control of WQAM-AM-FM Miami, Fla., from Miami Broadcasting Co. (*Miami Herald*-Knight) to Mid-Continent Broadcasting Co. for $850,000 has been filed with the FCC.

Mid-Continent, headed by Todd Storz, was selected from a score of bidders for the property, required to be sold under the FCC's duopoly rule because John S. Knight interests and the James M. Cox interests (WIOD-*Miami Daily News*) are joint stockholders in new ch. 7 WCKT (TV) scheduled to begin operation in July.

WQAM's balance sheet as of April 30 showed the following: total assets, $184,288; cash on hand, $75,946; receivables, $28,166, and current liabilities, $39,857. Mid-Continent's figures as of April 30 were reported at: total assets, $1,257,230; current assets, $507,205, and current liabilities, $574,539.

Acquisition of WQAM will give Mid-Continent its fifth radio outlet, others being KOWH Omaha, WTIX New Orleans, WHB Kansas City and WDGY Minneapolis.

KAKC, WJBC-AM-FM Sales Win Commission Approval

AMONG 10 ownership changes approved by the FCC last week [see FOR THE RECORD, page 103] were the sale of KAKC Tulsa, Okla., by Forrest G. and Charlene Conley and Allen E. Barrow to Lester Kamin for $115,000 and transfer of 50% ownership of WJBC-AM-FM Bloomington, Ill., from The Daily Pantagraph Inc. to Leslie G. Johnson for $75,000.

Mr. Kamin owns the Kamin Adv. Agency, Houston, is 20.5% owner of WMRY New Orleans and KCIP Shreveport, La., and 33.3% owner of WCKG (TV) New Orleans.

In the WJBC transfer, Mr. Johnson, 25% owner of WHBF-AM-FM-TV Rock Island, Ill., will own 50%; Pantagraph will continue to hold 50%. Principal Pantagraph owner is Adlai E. Stevenson, Democratic presidential hopeful, who owns 24.6%.

Senate Approves Bill Seeking Over $7.8 Million FCC Budget

THE SENATE last week passed the Independent Offices Appropriation Bill (HR 9739) for fiscal 1957, which carries an FCC budget of $7,828,000—$28,000 above the House-passed figure for a monitoring station at Douglas, Ariz. The measure goes to a Senate-House conference committee to resolve differences.

The Senate also approved $5,550,000 for the Federal Trade Commission, representing restoration of a $150,000 cut by the House, plus $50,000 for enforcement of the Fur Products Labeling Act. The $150,000 restoration had been recommended by the Senate Appropriations Committee with the understanding that "increased effort will be exerted in the field of monitoring radio and television advertising."

Seaton Formally Sworn In As Secretary of Interior

FRED A. SEATON, midwest broadcaster, was sworn in Friday as Secretary of the Interior after receiving unanimous confirmation from the Senate (see OUR RESPECTS, page 20). He succeeded Douglas McKay, resigned.

Since late 1953 he has been deputy assistant to President Eisenhower, serving in important administrative roles.

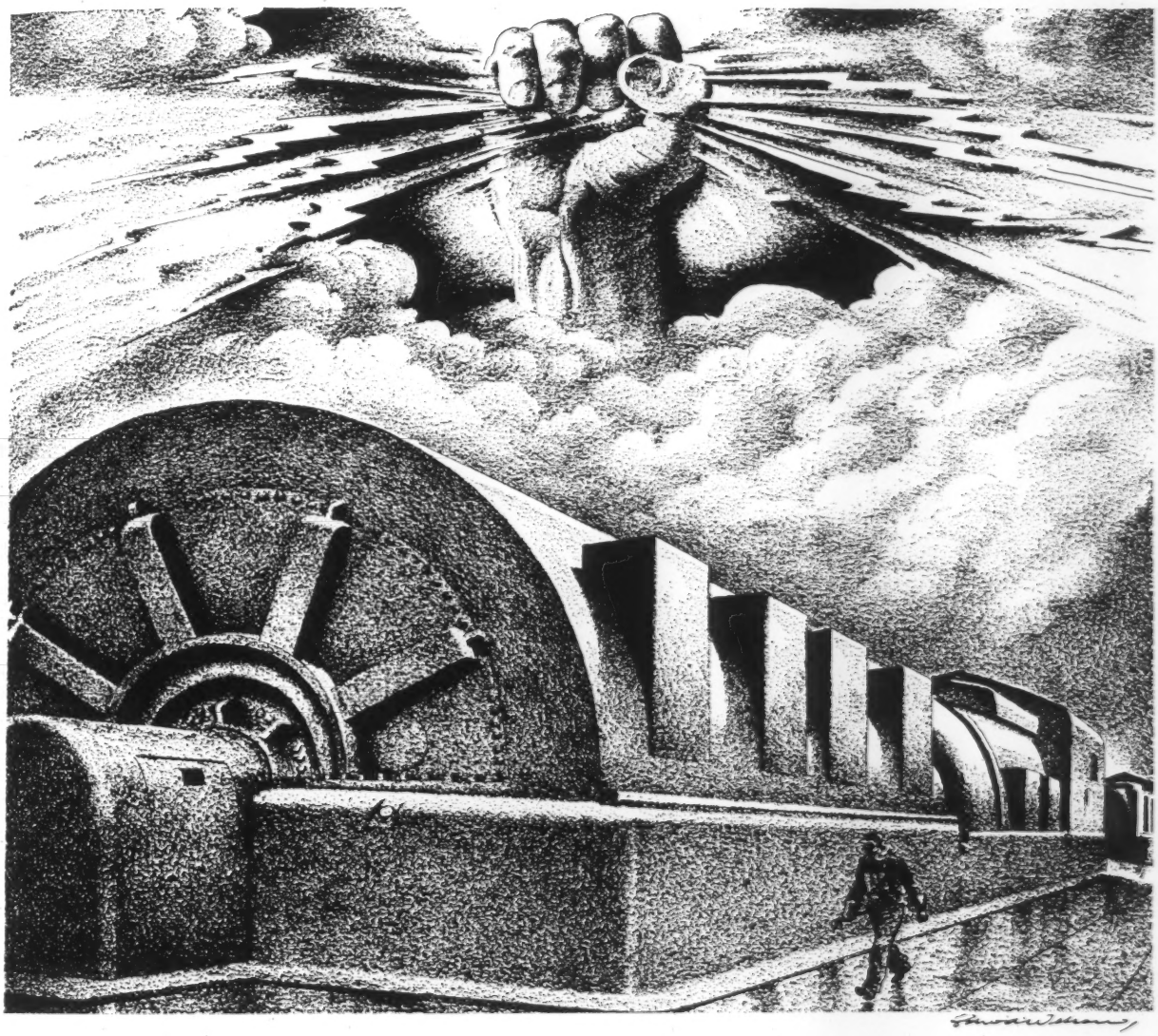
At his news conference Wednesday, President Eisenhower, answering a question, said he had picked Mr. Seaton because he felt he was the best qualified man for the Cabinet position. Mr. Seaton is a former U. S. Senator from Nebraska. At a Tuesday hearing before the Senate Interior Committee, Mr. Seaton was questioned about his views on water resources, Alaskan statehood and public power. The committee reported his nomination unanimously.

DECISION-MAKERS WHO DIRECT NATIONWIDE BUSINESS EXPANSION ARE

LAWRENCE L. MACK, THE PRESIDENT AND FOUNDER OF SLENDERELLA INTERNATIONAL, PULLS NO PUNCHES WHEN HE DESCRIBES SPOT'S ROLE IN HIS BUSINESS:

"WE'VE FOUND THAT SPOT RADIO IS THE MOST EFFECTIVE MEDIUM TO BUILD OUR SERVICE, MARKET BY MARKET. WE'RE LIVING ON OUR SUCCESS WITH SPOT!"

NBC SPOT SALES



Behind Today's Miracle Machines... a Master's Touch in Oil

World's largest outdoor turbine plant, producing electricity for Atomic Energy Works at Paducah, Kentucky . . .

Giant eye of the Mt. Palomar telescope through which man sees farther into space than ever before . . .

World's most completely automated plant, manufacturing automobile engines . . .

First successful diamond-making machine . . .

One of every six industrial wheels turning in the free world—more than half the big turbines (5000 kilowatts and over) . . .

All have one thing in common—SOCONY MOBIL'S *master touch* in lubrication.

Good reason! Men who depend on machinery depend on SOCONY MOBIL, as a partner in its protection.

★ ★ ★

Wherever there's progress in motion—in your car, your factory, your farm or your home—*you, too, can look to the leader for lubrication.*

SOCONY MOBIL OIL COMPANY, INC.

LEADER IN LUBRICATION FOR NEARLY A CENTURY

Affiliates: General Petroleum Corporation and Magnolia Petroleum Company

VIEWERS WANT IT FREE, POLITZ SHOWS

Survey for 'Look' reveals that public, by two to one vote, does not want pay tv, even at 25 cents a show. Even fewer want to pay 50 cents or a dollar for programs.

THE PEOPLE's preference for free television —commercials and all—is at least 2-to-1 over toll television, even if the charge were only 25 cents.

This conclusion emerges from results of a survey conducted by Alfred Politz Research Inc. for *Look* magazine and released by *Look* last week. The magazine published an article by FCC Comr. Robert E. Lee last March recommending a public trial of toll tv [B•T, March 26].

The Politz study showed that the number of people interested in watching seven out of nine specified program types for free was within fractions of being twice as large as the number who would pay a quarter for the privilege. In the two other categories (a World Series baseball game and a leading current Broadway play) the difference was only slightly less.

Viewers were even less willing to pay 50 cents or a dollar to see such shows, although proportionately the dropoff was not so great. (In the case of a World Series game and of a performance by a leading ballet company, according to the tables released by *Look*, slightly more people were willing to pay $1 than to pay 50 cents. Among people in the over-$5,000 income class, more were willing to pay $1 than 50 cents for both a variety show and a heavyweight championship boxing match.)

In the case of a political convention—a facet of national affairs where television is deemed to have a particularly high potential for vital public education—the number of viewers would drop from 23.9% to 7.6% if a 25-cent tax were imposed and to 3.5% if the cost were $1, the report showed.

Look stressed that the percentages willing to pay, though much smaller than those inclined to watch free tv, are nevertheless considerable. For instance, it was pointed out, the 22.6% who said they would be willing to pay $1 to see a World Series game on tv represent 19.7 million people 15 years of age or older living in U. S. tv households.

The survey was part of a broader one dealing with the current buying mood of consumers, conducted for *Look* by the Politz firm. In the tv portion, the sample was split three ways: One-third were measured on their willingness to pay 25 cents to watch tv shows in which they were interested (by program types, not specific shows); another third on their willingness to pay 50 cents, and the remaining third, willingness to pay $1. Each group represented a statistically accurate cross-section of the population and therefore the findings of each represent a national sampling of opinion, *Look* asserted.

The overall findings were broken down three ways: by sex; by age groups (15-39, 40 up), and by annual household income (under $4,000, $4,000 to $4,999 and $5,000 and over). Income, the magazine concluded, does not seem to be the determining factor in willingness to pay for tv shows.

The following table, prepared from those released by *Look*, compares reaction—in terms of percentage of total respondents—where no money consideration is involved, when the price would be 25 cents, 50 cents and $1:

Program Type	No Money	25 Cents	50 Cents	$1.00
Performance of a leading opera company	18.2	9.2	7.9	7.1
Heavyweight boxing championship	40.9	20.7	15.7	18.6
National political convention	23.9	7.6	6.4	3.5
Film never shown in movie houses	47.7	21.1	18.4	13.3
Variety show (music, dancing, comedy)	63.7	28.1	19.2	16.5
A leading current Broadway play	42.7	21.8	18.5	15.1
A World Series game	46.5	25.9	21.9	22.6
Performance of a leading ballet company	14.9	5.3	4.4	4.5
Series of lectures on child raising by leading doctors	21.1	7.8	6.8	6.3

SESAC Revises Library Policy

SESAC INC., New York, last week reported that it has adopted a new policy whereby its SESAC Transcribed Library now will be available also in individual sections to stations that have specialized needs. Stations now may order one or more of seven sections, plus a special gospel section. Sections are made up of American folk, cowboy, hillbilly and western music ("A"); band music ("B"); concert ("C"); Hawaiian music ("H"); novelty dance and jazz music ("N"); religious music ("R"), and Spanish and Latin-American music ("S").

Welk to Star on Thesaurus

LAWRENCE WELK last week was signed by RCA Program Services as star of his own RCA Thesaurus musical series, thus giving radio station subscribers—according to Ben Selvin, Thesaurus artists and repertoire director—"an enviable programming lead over rival stations."

Meehan Heads WCAU Muzak

EDWARD J. MEEHAN Jr. has been appointed manager of the newly-organized Magnetic Muzak Div. of WCAU Philadelphia, which will take over the Muzak franchise for the Philadelphia area Aug. 7. He has been an executive in the sales department of RCA for the past 10 years, most recently as head of the am sales office in Camden, N. J.

PROGRAM SERVICE PEOPLE

Charles D. Hilles Jr., vice president in charge of IT&T telephone and radio operating department, named executive vice president of IT&T. Also reassigned: **Henri G. Busignies,** executive vice president, Federal Telecommunications Labs., IT&T research arm, to president, and **Henry H. Scudder,** vice president, International Standard Electric Corp., IT&T's holding and management unit, to executive vice president. **George A. Banino,** assistant comptroller of Federal Telephone & Radio, IT&T manufacturing division at Clifton, N. J., promoted to comptroller. **Charles G. Horstman,** chief cost accountant of Federal, named assistant comptroller.

Joseph E. Dunn, manager of Cleveland newspictures bureau of United Press, appointed newspictures manager of Eastern States Div. **James P. Dever** of Cleveland staff named to succeed Mr. Dunn as bureau manager.

Robert Fenwick, chief animator, Milner Productions, Baltimore, named vice president in charge of production.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

TOP 50!

ROANOKE . . .

one of the 50 FASTEST GROWING MARKETS . . . of over 100,000 . . . in the United States! *

AND . . .

again this year . . . the 32nd consecutive year . . . YOU choose any measurement you like; you'll find WDBJ to be THE MOST RESULTFUL Radio Station in ROANOKE and WESTERN VIRGINIA!

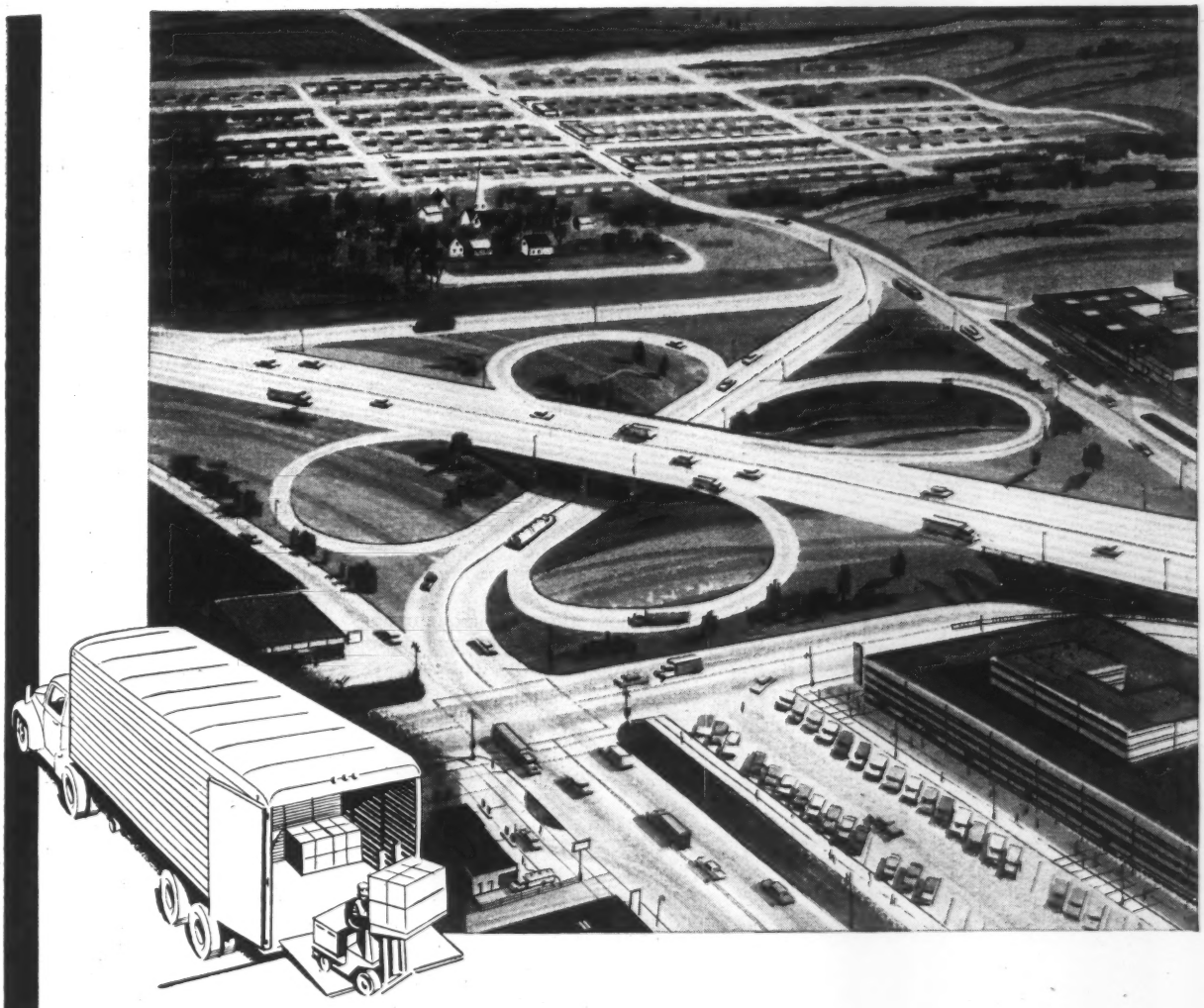
Ask Peters, Griffin, Woodward, Inc.!

***TIDE Magazine, March 24, 1956 issue.**

WDBJ CBS *radio*

AM 960 Kc
FM 94.9 Mc

Owned and Operated by TIMES-WORLD CORPORATION
PETERS, GRIFFIN, WOODWARD, INC., National Representatives



TRUCKS . . . And Tomorrow . . . And You!

Your life is blessed by trucks in many ways—and not the least of the good things they bring you is the freedom to live or do business *anywhere* under the sun—so long as there's a road by your door!

And man—America is really moving out into the suburbs as a result!

In the next 20 years, the U. S. Census Bureau forecasts a population boost of more than 63 million people! And 80% of this booming population growth will take place in suburban U.S.A.!

Naturally, it just wouldn't be possible without trucks. They provide the only transportation flexible enough to serve the shopping center in the valley, the house on the hill, the manufacturing plant off Highway 11—and do it just like downtown.

The trucking industry welcomes the challenge of an America on the move—on the move as it has never been before. Constantly adding new and better equipment, improving driver selection and training, and perfecting its fine safety record, the trucking industry is gearing itself to be well ahead of the growing demands which will be made upon it in the years ahead.

Like all public transportation in this country, trucking owes much of its progress to intelligent, time-tested and just regulation.

Your own interest—and the public interest—both call for sharp and vigorous protest by you against proposals to neutralize or destroy public controls over transportation . . . proposals now being made in the name of "improved competition."

AMERICAN TRUCKING INDUSTRY

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON 6, D. C.

If You've Got It . . . A Truck Brought It!

Looking for Oklahoma's BIGGEST MARKET?

HERE 'TIS!

Sell to this ONE BILLION DOLLAR Market on

KTVX

Studios in BOTH Tulsa and Muskogee
UNEQUALLED FACILITIES
316,000 WATTS

KTVX — The ONLY Television Station in Oklahoma with Studios in TWO MAJOR Markets.

Ask Your
AVERY-KNODEL REPRESENTATIVE

Channel 8 KTVX

L. A. (Bud) Blust
V. P. and Gen. Mgr.

BEN HOLMES, Natl. Sales Mgr.
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma

PLAYBACK

QUOTES WORTH REPEATING

WAITING AT THE CHURCH

The New York Times, *commenting editorially on the North American Regional Broadcasting Agreement, which has awaited Senate ratification for five years:*

INTERFERENCE from Cuban radio stations is effectively destroying the service rendered by some United States broadcasters, particularly in the South and along the eastern seaboard. Radio waves do not respect national boundaries and an international agreement is the only practical method of obtaining mutual protection.

Although the proposed NARBA does not satisfy everyone, in many respects it is more favorable to the United States than any earlier agreement. Opposition to it comes from only 15 of the more than 2,500 am stations in this country. Some critics of NARBA say that ratification still will leave us without a radio treaty with Mexico. Efforts are being made to work out an agreement with that country, but in order to strengthen our position in Mexican negotiations we should have a deal with the other North American stations. NARBA would give us a much-needed bargaining tool.

The work of the FCC constantly is hampered by trying to adhere to the provisions of a treaty which in fact does not exist. The Senate should make a decision before adjournment this summer and, in the public interest, we think that decision should be to ratify NARBA.

RADIO, THE UNIFIER

Dr. Preston Bradley, pastor of Peoples' Church of Chicago and pioneer (33 years) user of radio, in a sermon:

IN MY humble opinion, radio has been one of the greatest influences for understanding. More Protestants have heard Catholic priests than they would ever have heard without it; more Catholics have heard more Protestant ministers than they otherwise would have heard; more Jewish people have heard more Protestants and more Catholics, and more people have heard Jewish speakers. There are great segments of distinction that separate our body politic, and radio has given the opportunity of hearing all sides, various personalities—radio has been the great unifier in our whole opportunity of trying to solve the problems of civilization!

SPEEDER-UPPER

David F. Austin, executive vice president, commercial, U. S. Steel Corp., addressing National Industrial Advertisers Assn. in Chicago:

ADVERTISING has one function and only one function—to speed up the selling process . . . Picture, if you can, a single industry suddenly deprived of the forces of mass communication. Under these conditions, the sole contacts with customers would be confined to the personal calls made by salesmen. Under these conditions the salesman would have to explain, in detail, the function and worth of the product. He would be forced to spend his time introducing the company, what it does, and why the company warrants confidence and he would have to see personally all the people who might have a negative influence on purchases. Think in the matter of time alone how the efficiency of the salesman would be impaired by the lack of proper communication . . .

A company can survive without advertising, but an industry—not ever.

COMEDIAN'S LAMENT

Comedian and author Steve Allen, commenting in his introduction to The Funny Men *(a study of broadcast comedy techniques, to be published June 14 by Simon & Schuster, New York):*

THE TV HUMORISTS are fallen upon evil times. They have learned a depressing fact: people get tired of you a lot quicker on tv than they do on the radio. They pick you up faster, but they drop you faster, too. On the radio, it took a long time to become a star, and if you made it you could stick around for maybe 10 or 15 years right at the top.

On television, the first favorable reviews are hardly dry before critics, cab drivers and relatives are telling you what's the matter with your program. Maybe it's just that familiarity breeds contempt, and people can get a lot more familiar with you if your face pops right into their living rooms week after week.

It's a little like falling in love. You meet an attractive person and all you want to say to her is "You're lovely." Six months later you're saying "You're lovely, but do you *have* to do your fingernails in public?" In another year, if you've married the girl, you're saying, "Of course I love you, but don't you think you ought to take off a little weight?"

HE WHO HESITATES

U. of New Hampshire Prof. Jonathan Karas, criticizing educators for lack of enthusiasm for tv:

IT is completely unrealistic to wait until educational stations are built before taking advantage of the available time offered by commercial stations to gain valuable experience. Building a $400,000 station for an uninitiated group who might like to try the medium is like building a symphony hall before checking to see whether anyone is available to play.

QUAAL SUCCEEDS FRANK SCHREIBER

Crosley-Quality Radio Group executive returns to WGN Inc. succeeding Schreiber, vice president and general manager, who resigns from Chicago stations.

WARD L. QUAAL, for four years vice president and assistant general manager of Crosley Broadcasting Corp., Avco's radio-tv subsidiary, returns to WGN Inc., Chicago, Aug. 1, succeeding Frank P. Schreiber, who has resigned as vice president and general manager. Announcement of Mr. Quaal's appointment was made by J. Howard Wood, president of WGN Inc. (WGN-AM-TV).

A major figure in industry affairs, Mr. Quaal goes back to the WGN properties after seven years service in executive broadcast posts. He left WGN in 1949 after eight years service to become director of Clear Channel Broadcasting Service, headquartering in Washington. Before joining WGN he had worked at WDMJ Marquette, Mich., and WJR Detroit as announcer, writer and producer.

During World War II he was in the Navy, serving as communications officer with the Atlantic Fleet and later as officer in charge

MR. QUAAL MR. SCHREIBER

of the Navy radio installation at Norfolk, Va. In the Korean conflict he served on the President's Broadcast Advisory Council and as a member of the Citizens' Committee assigned to a Hoover Commission task force.

His present assignments include membership on the NARTB Tv Board; vice president for tv, Ohio Assn. of Radio & Tv Broadcasters; president of Quality Radio Group and president of Cincinnati Executives Club.

Mr. Wood said the new WGN executive will have the major responsibility for the stations' plans to become the leading independent radio and tv properties. "These plans reflect our belief that both WGN radio and tv will play an important role as advertising as well as entertainment and public service media," Mr. Wood said. "As independents with no network commitments we can better serve the Chicagoland audience."

Mr. Schreiber joined the parent *Chicago Tribune* in 1918 and moved to WGN in 1931, becoming station manager in 1940. He is expected to announce his plans shortly and reportedly intends to remain in station operation.

WDSU Announces Separation Of Radio, Tv Operations

A COMPLETE separation of the am and tv operations of WDSU New Orleans was announced last week by Robert D. Swezey, executive vice president and general manager of WDSU Broadcasting Corp. Simultaneously, Mr. Swezey announced the appointment of Harold F. Mathews as manager of WDSU-AM.

Mr. Mathews has been a member of the radio sales staff of WDSU for the past six years and sales manager for the last three. Hal Fredericks, veteran St. Louis and Chicago broadcaster, recently joined the station as radio program director.

MESSRS. Swezey, Mathews and Fredericks discuss WDSU separation plans following the announcement last week.

Mr. Swezey also stated that plans are under consideration for a separate physical plant for the two.

GUILD FILMS BUYS WISCONSIN AM-TV

APPLICATION for FCC approval of the sale of WMAM and WMBV-TV Marinette-Green Bay, Wis., by William E. Walker, Joseph Mackin and associates to Guild Films Co. Inc., New York, tv film syndicator, for more than $600,000 was filed last week.

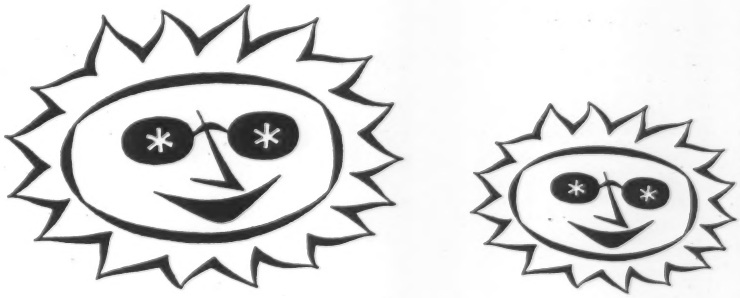
The transaction involves the acquisition of 100% of the stock of M&M Broadcasting Co., licensee of both stations, for $287,500 in cash, plus the assumption of current and long-term liabilities totaling $407,800.

WMAM was founded in 1939 and operates on 570 kc with 250 daytime and 100 w nighttime. WMBV-TV on ch. 11 began operating in Sept. 1954. Both stations are affiliated with NBC, with the tv station having ABC also. Both are represented by Venard, Rintoul & McConnell.

Guild Films, the stock of which two weeks ago was admitted to be traded on the American Stock Exchange [B•T, June 4], came into existence in 1952. Its first property was the *Liberace Show*. It now has a catalogue of 12 television series, plus cartoons and features.

Reub Kaufman, president of the company, and with his wife the principal stockholder (7.5%), announced the purchase last week as the initial move of Guild in station ownership. "Someday we expect to own and operate the full quota of stations permitted by FCC regulations," he said.

Guild's balance sheet as of Feb. 29 of this year showed total assets of $5.6 million, of which $5.5 million was in current assets. Total liabilities amounted to $3.3 million, with capi-



there's something special about summertime programming . . .

so start your planning with something **really** special

SESAC music . . . "the best music in America"

found in the wonderful, wonderful SESAC Transcribed Library

(now also available in sections)

sesac 475 FIFTH AVE. NEW YORK 17, N. Y.

Celebrating Our 25th Anniversary

BREAKING ground for the building to house WFIS Fountain Inn-Simpsonville, S. C., are officers of the parent firm, Fountain Inn-Simpsonville Enterprises Inc. From l to r: Melvin K. Younts, secretary; Edwin A. Green and Robert W. Edwards, vice presidents; D. L. Bramlett, president; Charles W. Spence; Steve W. Hiott, treasurer, and Joe Thomason. WFIS will operate on 1600 kc with 1 kw and plans a September start.

tal $103,500; capital surplus $2 million and earned surplus $208,600.

M&M company is owned 50% by William E. Walker and 23.3% by Joseph D. Mackin. It has nine other stockholders. Mr. Walker is a director and 2.2% stockholder in Guild Films and also owns 36% of WBEV Beaver Dam, Wis., and 17.33% of WRRR Rockford, Ill. Mr. Mackin, who has minor stockholdings in WBEV and WRRR, will remain as general manager of the Marinette-Green Bay stations, it was announced. No personnel changes will be made, it was said.

Corporate Worth

Balance sheet of M&M company as of March 31 showed total assets of $590,000, with total current assets amounting to $79,798. In addition to the $407,800 liabilities ($163,600 current liabilities), M&M company showed capital at $182,000, earned surplus at $37,000. The tv station lost $11,543 last year, while the radio station earned $6,700, the balance sheet showed.

Negotiations were conducted by Aaron Katz, vice president-treasurer of Guild, and Mr. Walker, for M&M. Herman Odell, general counsel for Guild and Ben C. Fischer, of Fischer, Wayland, Duval & Southmayd, attorney for M&M, assisted.

Shapiro, Walls Appointed To WCAU-TV Sales Posts

WCAU-TV Philadelphia has reorganized its executive sales staff as the result of the establishment of national and regional sales divisions, Robert M. McGredy, vice president in charge of television sales, is announcing today (Monday).

National sales manager will be Marvin L. Shapiro, returning to WCAU-TV from the CBS-TV Spot Sales staff in Chicago, which he joined as an account executive in March 1955 after five years on the WCAU-TV local sales staff.

MR. SHAPIRO MR. WALLS

E. Gordon Walls will be regional sales manager. Mr. Walls joined the WCAU-TV sales staff in April 1950 from General Outdoor Advertising and has been in charge of local sales since July 1954.

The appointments become effective June 25 according to Mr. McGredy's announcement of last week.

AFTRA Goes to Sponsors In Dispute With WPAT

NEGOTIATIONS continued last week between WPAT Paterson, N. J., and the New York local of the American Federation of Television and Radio Artists on a strike by five station announcers in a wage dispute. The station has continued operations since the May 17 start of the strike, utilizing the services of "non-union professional help," according to a station spokesman.

AFTRA last week inserted paid advertisements in New York newspapers, calling on WPAT advertisers to withdraw their commer-

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—*We invite the station owner to take advantage of this dual coverage when considering the sale of his property.*

Address inquiries to:
ROBERT E. GRANT
Kidder, Peabody & Co.
First National Bank Building
Chicago 3, Illinois
Telephone ANdover 3-7350

KIDDER, PEABODY & CO.
FOUNDED 1865
NEW YORK BOSTON PHILADELPHIA
CHICAGO SAN FRANCISCO
Offices and correspondents in thirty other principal cities in the United States

Versatile Staff

EMPLOYES of KFSD-TV San Diego are getting a first hand opportunity to learn about their fellow workers' jobs.

On the station's new *Channel 10 Workshop*, the station's chief news cameraman is set designer, announcers are directors, directors are communicators, floormen are actors and so forth.

Plans call for a show a month to be telecast locally. One has an audience participation format, another is a panel show, still another is a musical-variety program and a fourth is a drama. Studio Operations Director Jean Pythian is producer. The plan was spearheaded by William E. Goetze, general manager of KFSD-TV, who says that the workshop idea "is creating great rapport and respect among employes." Mr. Goetze adds that due to union restrictions, no one but an engineer can work in an engineers' position.

cials for the duration of the strike. It also sent letters to the station sponsors urging them to boycott the station and stating that "in spite of newspaper reports and false statements by management, the strike is not settled." There had been several reports of settlement. On one occasion, the strikers returned for one day.

The dispute centers around wages. Announcers, who currently earn $160 weekly, reportedly seek an increase in commercial fees that would raise their average earnings to about $180 weekly. Dickens Wright, president of WPAT, told B•T through a spokesman that he has proposed a formula that would raise average weekly earnings to $180, but that the union has countered with an offer that would raise announcers' remuneration beyond that figure. Officials claim that Mr. Wright's proposal would make it difficult for staffers to attain the $180 figure.

A-K Opens Dallas Office; George Stevens Named Head

AVERY-KNODEL Inc., radido-tv representatives, last week announced the opening of a newly-expanded Dallas office at 320 Fidelity Union Life Bldg. Telephone is Prospect 7330. Named to head the new facility was George A. Stevens, former tv salesman, Edward Petry & Co.; Chicago. He also has been sales and program director, KOCA Kilgore; merchandising and publicity director, KNOW Austin, and local sales manager, WFAA Dallas, all Texas.

MR. STEVENS

The new Dallas operation will service the firm's clients in the Southwest.

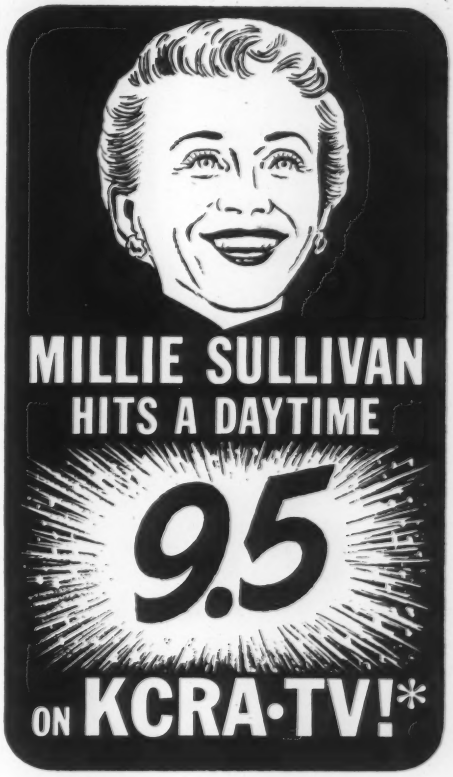
WSAZ-AM-TV Promotes Hurd

JOHN HURD, WSAZ-AM-TV Huntington, W. Va., news director, has been promoted to supervising editor of the stations' news operation, it was announced last week by Lawrence H. Rogers, vice president - general manager.

MR. HURD

Mr. Hurd, who came to WSAZ-AM-TV from WMBS Uniontown, Pa., also will be seen on the air with a Sunday evening news and sports show.

FIRST ADVERTISER to use the new daytime saturation plan on WHBQ-TV Memphis is Pepsi-Cola, through Kenyon & Eckhardt, New York. The buy includes daily participation in five of the station's personality shows. At the contract signing are (l to r) "Miss Betty" Graham, of the station's *Romper Room;* Freddie Burns, host for Autry-Rogers movies on *Adventure Hour;* Mario Caruso, general manager of Metropolitan Bottling Co., Memphis Pepsi-Cola bottler; Tom Ragland, WHBQ-TV sales manager; Barbara Walker Hummel, Miss America of 1947, of *Miss America Matinee,* and Hal Miller, *Lunchtime Theatre.*



Milly Sullivan is the personable hostess on "Valley Playhouse," highest rated local daytime show in the big Sacramento TV market.

Everyday from 2-5 P.M., following "Queen for a Day," Milly presents a first-run double-feature from the complete Columbia-Screen Gems film package.

"TV This Week" says of Milly: "...her real charm is the NON-professional touch she gives her show... It has endeared her to her viewers."

Petry has the full story on Milly and "Valley Playhouse."

*Sacramento Television Audience ARB: February 8 - 14, 1956

KCRA-TV
CHANNEL 3
Sacramento, Calif.
100,000 Watts Maximum Power
BASIC NBC AFFILIATE
Represented by
EDWARD PETRY & CO.

Spots Available

Covering the Entire **Shreveport Market** on the

TENNESSEE ERNIE FORD SHOW

at a

New Time

12:30 to 1 P.M., Mon. thru Fri.

Tennessee Ernie Ford is a big 2 to 1 favorite in the rich Shreveport Market where more than one and a quarter million people own 200,000 TV sets. Ask your Petry Man about our package deal that gives you twice the viewers at one low cost.

MAXIMUM POWER

KTBS-TV
CHANNEL 3
SHREVEPORT LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

WJR Re-Elects Officers, Reports Increase in Sales

OFFICERS and directors of WJR Detroit, Mich., the Goodwill Station Inc., were re-elected at the company's annual stockholders' meeting, which also heard a report by President John F. Patt of a record increase in WJR sales and earnings in the first four months of this year.

Re-elected as officers were Mr. Patt; Worth Kramer, vice president-general manager; William G. Siebert, secretary-treasurer and F. Sibley Moore, vice president. Directors re-elected: Mrs. Frances S. Parker, Mr. Patt, Mr. Kramer, Mr. Siebert, Selden S. Dickinson, Mr. Moore and G. F. Leydorf.

Mr. Patt reported that WJR sales for the first four months of 1956 were $1,139,849, compared with $870,736 for the same period last year. Net profits after taxes were $186,537, compared with $85,998 last year, and earnings for the period were 36 cents a share, compared with 16 cents the year before.

The stockholders voted a dividend of 10 cents a share to be paid June 20 to stockholders of record at the close of business June 8.

WHUM-AM-TV Names Magee As New General Manager

ROBERT C. MAGEE, veteran broadcaster, has been appointed general manager of WHUM-AM-TV Reading, Pa., it was announced by Paul A. Flickinger, secretary of Eastern Radio Corp., which operates the stations. Mr. Magee succeeds H. J. Greig, who served as both general manager and president.

Mr. Magee formerly was vice president and general manager of WHUM and owned 18% of the stock of Eastern Radio Corp. from July 1946 to November 1949. In 1949 he sold his stock interest and settled in Florida, where he became engaged in non-broadcast endeavors.

Mr. Flickinger said the position of president of Eastern Radio Corp. is being left vacant for the time being.

I. R. MOORE, vice president in charge of operations for Standard-Humpty Dumpty (supermarket chain), signs for the *Humpty Dumpty Show* on WKY-TV Oklahoma City, as W. J. Willis, who handles the account, looks on. *Humpty Dumpty Show* is a 30-minute weekday morning series for preschool children, and brings the supermarket chain's weekly tv sponsorship on WKY-TV to 5½ hours.

KFMB-TV San Diego celebrated its seventh birthday with a *Going on 8* special telecast and party. Present were (l to r) J. D. Wrather Jr., president of Wrather-Alvarez Broadcasting Inc.; Bonita (Mrs. Wrather in private life) Granville, one of the stars of the special telecast; Beverly Jean Storrs, "Little Miss Ch. 8"; Maria Helen Alvarez of Wrather-Alvarez, and KFMB-AM-TV General Manager George Whitney. Meredith Willson, Edgar Bergen and Charley McCarthy, Red Skelton and Art Linkletter also appeared on the 30-minute *Going on 8* special birthday telecast.

WOR-TV Billings Up 142.6%

BUSINESS from local advertisers played the "major role" in boosting WOR-TV New York billings in the first five months of 1956 by 142.6% over the corresponding period of 1955 and 454.9% over 1954, it was announced last week by Gordon Gray, vice president and general manager of the station. He said one plan which proved "particularly attractive" to the local advertiser was a package consisting of 25 run-of-the-station, one-minute announcements per week.

New KAVE-AM-TV Building

KAVE Carlsbad, N. M., began operating June 1 from its new 30x80 ft. building, which also will house KAVE-TV when that station goes on the air early in JULY with DuMont equipment. A downtown office and studio also are being maintained in the Crawford Hotel for broadcasts and sales personnel.

Parents Should Approve

A NOVEL PROGRAM course—that WNHC-TV New Haven, Conn., believes can provide an answer to critics of tv who decry the medium as a factor in fostering juvenile deliquency—is set to appear on the station July 2. The series, to be shown Mondays, 1-1:45 p.m. EDT, for eight weeks, will be called *Baby Sitters, C. O. D.* The "course on decorum", featuring Joan Crowther, is designed to meet informational needs of sitters by pointing up responsibilities.

The station reported last week that it already has received 2,000 applications for registration. Graduates will be presented with wallet-size certificate cards.

WCCO Cashorama

LISTENING gets more and more worthwhile for Twin Cities radio fans as WCCO Minneapolis-St. Paul expands the "Cash on the Line" promotion it began last March 12. Latest development in the big giveaway is a 10-day "Cashorama." By the time it ends Saturday, WCCO will have given away $250,000 in lots of $1,000-$5,000 to each recipient. "Big Bill Cash" is making telephone calls throughout the broadcast day and asking telephonees to repeat a key word announced before each call. Phone numbers are selected at random from the station's 109-county primary listening area in Minnesota, Wisconsin, Iowa and South Dakota.

Roddy To Manage KILT-TV, July 1 Air Date Planned

JOE RODDY Jr. has been named manager and Glenn Callison technical director of KILT-TV El Paso, Tex., which has a target date of July 1, according to Gordon McLendon, president. Mr. Roddy also will continue as manager of KELP El Paso while Mr. Callison moves from chief engineer of KLIF Dallas.

KILT-TV will operate on ch. 13 with a power of 28.2 kw. Initial programming will consist principally of film. McLendon Investment Corp., KILT-TV owner, also owns KELP, KLIF, KTSA San Antonio, WTAM Atlanta and programs WNOE New Orleans and KNOE Monroe, La. The firm has an application before FCC for a 10 kw outlet in Houston.

KPDQ Builds New Quarters

KPDQ Portland, Ore., plans to move into its new studio and office building at 4903 N. E. Sandy Blvd. in the near future, according to Jack Davis, owner-manager. KPDQ operates on 800 kc with 1 kw.

LESLIE G. ARRIES Jr. (l), general manager of WTTG (TV) Washington, D. C., and Fred J. Hughes Jr., manager of the Washington branch of Anheuser-Busch Inc., sign a contract for half sponsorship by Budweiser beer of four of the television station's new programs. The programs are *The Great Gildersleeve, Crunch & Des, Stars of the Grand Ole Opry* and *Dangerous Assignment.*

Clean R-F Circuitry for 50kW AM Transmitters

with

Machlett Light-Weight, Forced-Air Cooled ML-6697 Triode

...built for

- Light Weight—Only 29 lbs; no hoists required for tube removal.
- Compact Installation—Only one inch vertical lift to remove tube from tube support and cabinet.
- Long Life—Basic design similar to Machlett ML-5681 and ML-5682 triodes now giving unprecedented life in television and superpower transmitters.
- High Transconductance, High Plate Efficiency, Low Grid Drive, Low Distortion—Achieved through mechanically stable, close spaced elements, plus high filament emission.
- Low Terminal Inductance, Cool Terminal & Seal Operation—Achieved through use of large diameter coaxial terminals having large seal and contact area.
- Great Mechanical Strength—Provided by Kovar metal-to-glass seals and massive terminal components.

Recommended 50kW Amplifier Tube Complements—

DOHERTY OR LINEAR
Two ML-6697 coaxial triodes

HIGH LEVEL CLASS C

(9.5kV Plate Operation)	*(8.5kV Plate Operation)*
One ML-6697 coaxial triode (final)	Two ML-6427* coaxial triodes (final)
Two ML-6425* coaxial triodes (modulators)	Two ML-6427 coaxial triodes (modulators)

*ML-6425 and ML-6427 tubes, weighing 15 and 20 pounds respectively, are of the same design family as the ML-6697. Water cooled versions of all these types are also available.

MACHLETT

MACHLETT LABORATORIES, INC.
Springdale, Connecticut

SALES WINNER in BATON ROUGE!

"Champ" Tells 'em and the "Champ" Sells 'em!

No more potent salesman in the Baton Rouge trade area than WAFB-TV... "The Champ" when it comes to Rating, and "The Champ" when it comes to merchandising.

WAFB-TV's rating leadership is nearly 5-to-1. WAFB-TV's merchandising leadership is unsurpassed. For example:

ROUND 1
First place winner in "Lucy Show" competition with a double first prize for special merchandising job.

ROUND 2
First place in Screen Gems, Inc. contest on program promotion.

ROUND 3
Finished in "top four" in promotion contest sponsored by "Frank Leahy and His Football Forecasts."

ROUND 4
WAFB-TV's only entry was second place winner in 1956 Billboard promotion contest for "network programs."

WAFB-TV CHANNEL 28 Affiliated with WAFB AM-FM
CBS-ABC 200,000 WATTS

Reps: Call Adam Young, National or Clarke Brown in South and Southwest

Helping Hand

EXECUTIVES and staff members of WFDF Flint, Mich., donned their work clothes the weekend of May 19-20 to help ease the plight of a fellow worker, Mrs. Clarida Musolf. The Musolf's home was destroyed by a tornado May 12.

The volunteer workers, led by General Manager Lester W. Lindow, helped clean up the debris and install the Musolfs in a house trailer, serving as their temporary home.

The cleanup work was going on while special crews were at work repairing damage to WFDF's broadcasting towers. One of three towers was blown to the ground and the other two were damaged [B•T, May 21].

WBC Sets Up New Award For Its Program Managers

ESTABLISHMENT of annual Westinghouse Broadcasting Co. Lamp of Knowledge awards for outstanding achievement in public service and educational programming is being announced today (Monday) by Donald H. McGannon, vice president in charge of WBC.

The program managers of WBC's five radio and four television stations will compete for the two top awards—$1,000 college scholarship grants for a child of each of the winners. Two members of the winning radio program manager's staff will receive grants of $500 and $300, and one grant of $500 and two of $300 will be awarded to three members of the winning tv program manager's staff.

In addition, each of the winning stations will receive a silver Lamp of Knowledge trophy, which will travel from station to station in the WBC group as the award changes hands each year.

The awards will be judged on the basis of programming during the 12-month period, beginning this month, specifically in four general areas: American history, mental health, the teacher, and America's need for more scientists and engineers. Judging the competition will be Mr. McGannon and Richard Pack, vice president in charge of programming for Westinghouse; William Kaland, WBC national program manager, and two nationally-known educators whose names will be announced at a later date.

"These awards," Mr. McGannon stated, "will be based on the overall quality and impact of the station. Taken into consideration will be news, special programs, adaptation of regular programming and general showmanship. Our goal is to make public service and educational programming as exciting and interesting as our commercial shows."

WTRI (TV) Issues Rates

ISSUANCE of the first rate card of WTRI (TV) Albany (ch. 35) under its new management was announced last week by William A. Riple, general manager. WTRI, which suspended operations early in 1955 and is set to return to the air July 1, has established a $400 hourly rate for class "A" time.

Other one-hour rates of the ABC-TV affiliate, are Class "B", $300, and "C", $200. Announcement rates range from $15 to $60. WTRI will go on the air with test programming June 15, according to Mr. Riple.

WISN Managership Added To Soell's Video Duties

JOHN B. SOELL has been named acting manager of WISN Milwaukee in addition to his duties as director of WISN-TV, D. L. (Tony) Provost, vice president in charge of the radio-tv division of the parent Hearst Corp., announced.

He replaces former manager Harry Goodwin, who resigned to return to the East Coast in an unannounced capacity. Before joining WISN-TV, Mr. Soell was associated with H-R representatives and the DuMont Television Network.

Jones Funeral Services Held

FUNERAL SERVICES were held last week for financier Jesse H. Jones, 82, who died June 1 in Houston. His vast business holdings included interests in KTRK-TV and KTRH Houston. Mr. Jones also served as head of the Reconstruction Finance Corp. for several years and as Secretary of Commerce.

Survivors include his widow, Mary Gibbs Jones; Tilford Jones, Houston attorney, a stepson, and a nephew, John T. Jones Jr., president of the *Houston Chronicle* and of KTRK-TV.

KDOK Tyler, Tex., on Air

KDOK Tyler, Tex., has gone on the air as a 500 w daytime operation on 1330 kc.

Dana W. Adams is president and general manager of the station, whose personnel includes Robie Morgan, chief engineer; Pat Morgan, sales manager; Rusty Reynolds, chief announcer; R. J. Dodson, newsman; Allen Bobbitt, disc jockey-librarian; Helen Harvey, secretary, and Lafon Young, copywriter.

KYW-AM-TV Sales Pitch

KYW-AM-TV Cleveland sales managers made sales presentations June 5 in Chicago and New York before Peters, Griffin, Woodward representatives. John McIntosh Jr. made the radio pitch in Chicago while Al Krivin did the tv honors in New York. The stations are owned by Westinghouse Broadcasting Co.

BIG SMILES mark the renewal of the 3,120-announcements-a-year contract on KBIG Catalina, Calif., by McDaniels Supermarkets of Los Angeles. L to r: Jimmy Fritz, president of Jimmy Fritz & Assoc. advertising agency, Hollywood; Phil Dexheimer, KBIG account executive; Albert L. Wolins, McDaniels' general manager; Bob McAndrews, KBIG vice president-commercial manager, and Cliff Gill, the station's vice president and operations manager. With the KBIG campaign as the only addition to its previous newspaper-tv budget, McDaniels enjoyed a 1955-56 business increase of over 100%.

PROFILE ON A CRUSADING NEWSMAN

A HARD-HITTING editorial policy is building a large following for a news program on one television station in the South.

The program, *Knight Beat*, is conducted each evening on WDXI-TV Jackson, Tenn., by John Knight, head of the station's news department and only seven months removed from the news desk of a large metropolitan newspaper.

Each evening *Knight Beat* features five minutes of local news followed by a strong editorial which ties into the local picture. In the short time in which the telecasts have been aired, WDXI-TV has been given credit for a number of civic improvements and has received public praise from city officials, civic and church groups and the general public.

Among the improvements:

A Knight editorial pointing out the need for new traffic lights and protesting against shrubbery hiding a dangerous intersection has brought about police action on one hand and a rash of hedge trimming on the other. Three traffic lights have been installed in line with his suggestions.

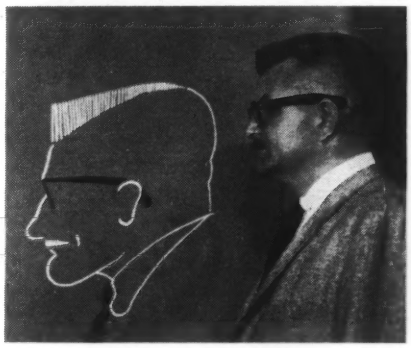
In response to a series of editorials on the need for slum clearance in Jackson, the city commission is making plans for an urban redevelopment project which will eliminate the substandard housing groups throughout the city. A survey is in the process of development.

When the administrator of the local hospital reported the need for a new wing to take care of a large increase in hospital patients. Mr. Knight appealed directly to the county court and the city for support. Both groups have given approval to a hospital expansion program.

A series of editorials on speeding and reckless driving appeared just a week before the police department staged an all-out traffic drive which has resulted in an absence of traffic fatalities within Jackson since Jan. 1.

A controversy developed around the location of a new Negro high school in a white residential district. Mr. Knight came out strongly for the location and pointed out the need for a central location for Negro students. The city commission voted unanimously to locate the school at the spot favored by Mr. Knight.

More than 8,000 citizens went to the polls in a recent recall election and returned a five-to-one vote of confidence for the incumbents. Fewer than 800 voters had gone to the polls in the earlier general election, and subsequent editorials by Mr. Knight were given credit for arousing the public to the danger of a light vote.



NEWSMAN KNIGHT

His editorials end in action

"We feel the public is ready to support television as an editorial and news source but very seldom has the viewer been rewarded for his loyalty by meaty and thought-provoking materials," says the news editor. "There is no sense to the idea that the public must look to the newspaper and other printed media for its editorial fare. This field, I believe, is wide open to the station which will give its viewers what they want.

"I don't mean by this that we will get into the field of yellow journalism or strive for the sensational but any station that's worth its salt should be ready to stand up and be counted on important issues. We are a mature medium for mature people and they have a right to expect our whole-hearted support, yes, and leadership, in anything which benefits the community."

On several occasions Mr. Knight has invited rebuttal and has a standing offer for anyone who disagrees with his views to appear on his program or to write. Whenever a letter is sent in disagreeing with the editorial policy, it is read over the air without comment. As yet no one has asked to present personally an opposing argument on the air.

Knight Beat, sponsored by a department store and a loan company, currently is silmulcast over WDXI-TV's sister radio station, WDXI, and may in the future be carried over other stations in the Dixie Network.

Mr. Knight has no restrictions placed on him by Aaron B. Robinson, president of the network.

"He's a trained news man," says Mr. Robinson. "He knows what we want. As long as he's right and as long as he's objective, we feel that his news judgment is the only guarantee we need that Dixie will be getting the best possible coverage. . . ."

REPRESENTATIVE SHORTS

Radio-Tv Representatives Inc. moved to larger N. Y. offices at 7 E. 47th St. Telephone Murray Hill 8-4340.

W. S. Grant Co. L. A. office moved to 6606 Selma Ave. Telephone Hollywood 3-7194.

STATION PEOPLE

Herchel Cary, sales manager, KIMA-TV Yakima, Wash., named general sales manager of Cascade Broadcasting Co. (KIMA-AM-TV and satellites KEPR-TV Pasco, Wash., and KLEW-TV Lewiston, Idaho.

Edward D. Somes, chief engineer, WTSA Brattleboro, Vt., appointed assistant manager.

Robert J. Heiss, sports director and chief announcer WTMJ-AM-TV Milwaukee, named assistant manager.

Wade Patterson, account executive, WDGY Minneapolis, to KSTP (TV) Minneapolis, as member of sales staff. He also has been general manager of KCRG-AM-TV Cedar Rapids, Iowa.

Stanley Kaplan, formerly commercial manager of WEIR Wheeling, W. Va., appointed to similar

WGR
Wherever you go . . . there's Radio

Sell the Nation's 14th Largest Market! . . . use WGR's Salesmen of the Air

MUSICAL CLOCK
Starring John Lascelles
6:30 - 9:15 AM — Mon. thru Sat.
Buffalo's oldest service-type wake-up program. Music, time, weather.

SOUND ON
with Bob Conners
2 - 6 PM Monday thru Friday
Exciting, new Western New York radio personality.

PLUS
Outstanding 5 and 10 minute News and Weather Spots

WGR
Buffalo's FIRST RADIO Station
Hotel Lafayette
Buffalo, N. Y.

Representatives:
PETERS, GRIFFIN, WOODWARD, Inc.

These guys get the fan mail . . . and MAKE SALES!

. . . check these availabilities

MORNING WATCH
MUSIC-NEWS-TIME AND THINGS
With Jay Jones
6:00 A.M. till 8:55 A.M.
Monday through Friday

DON WALLACE SHOW
TUNES - CHATTER & STUFF
2:30 P.M. till 3:40 P.M.
Monday through Friday

VIRGIL DOMINIC — NEWS
Monday through Friday at
3:00 P.M., 4:00 P.M., 5:00 P.M.
10:00 P.M. and 11:00 P.M.

RHYTHM ROUNDUP
with Frank Berry, "The Best"
Music for Everybody.
Lots of Fan Mail.
Monday through Friday
10:05 - 11:30 P.M.
Saturday
10:15 to 11:30 P.M.

KTUL

- AVERY-KNODEL Representative
- L. A. (Bud) BLUST V. P. & Gen. Mgr.

Affiliated with KFPW, Ft. Smith; KTVX, Muskogee

CBS RADIO IN TULSA, OKLAHOMA . . . .

SHELL Oil Co. has signed a contract with WKZO Kalamazoo for sponsorship of the U. of Michigan football broadcasts this fall. Completing arrangements at Shell's annual spring dealer meeting in Kalamazoo are (l to r): Len Colby, sports director of WKZO; John W. Southworth, Shell's Detroit division manager; Orville F. Schneider, Grand Rapids district manager, and Tony Gaston, WKZO radio administrative assistant.

position with WBMS Boston. He formerly headed his own advertising agency in Pittsburgh, Pa.

Ian K. Harrower named program and production manager, WWJ-TV Detroit; **Frank A. Picard II** to producer-director and **Robert A. Benyi** named film services manager.

Bob Van Roo promoted from assistant promotion manager to promotion and publicity manager at WXIX (TV) Milwaukee. He succeeds Bill Ryan, transferred to KPIX-TV San Francisco.

Herman Amis, Mary Cunningham and **Bill Jenkins** to WOV New York for Negro merchandising project.

Dick Smith, news director, KXOL Fort Worth, Tex., to KFSD San Diego, Calif., in same capacity. **Reginald George Bennett,** Detroit agencyman, to KFSD as account executive.

Milt Flack, news editor, WBML Macon, Ga., appointed news director. **J. Howard Absolom,** WMAZ Macon, Ga., to WBML as night news editor. **John Robinson** and **Dale Bagley** to WBML as reporter and announcer, respectively. **Joe Lipton,** WTOC Savannah, Ga., to WBML as announcer.

Phil Young, formerly advertising manager of Pontiac (Ill.) newspaper, to WICS (TV) Springfield, Ill., as account executive. **Bryan S. Halter Jr.,** formerly with WLDS Jacksonville, Ill., to WICS as continuity assistant-announcer, and **Marion Leimbeck,** formerly advertising department of *Chicago Tribune*, to same station as continuity and traffic assistant.

Jacques Biraben, with WINS New York for two years in various sales capacity, to sales staff of WOR New York.

William B. Reed, announcer, WKNB New Britain, Conn., transferred to sales staff, WKNB-TV.

Ken Miller, news director, KVOO Tulsa, Okla., named news director of KPHO-AM-TV Phoenix, Ariz. **Paul Gribben,** newscaster formerly with KOY and KTAR Phoenix, to KPHO-TV.

Stuart Leslie, Syracuse U. graduate, to WTAP-TV Parkersburg, W. Va., as account executive.

Charles M. Pickering, account executive, Chambers & Wiswell, Boston agency, to WBZ-TV Boston in same capacity.

Leslie Nichols, news division, WGN Chicago, to KIMN Denver and Intermountain Network.

Leonard Mosby, director-producer, WMBR-TV Jacksonville, Fla., promoted to production manager.

Everett Holle returned to WABT (TV) Birmingham, Ala., after Army duty.

Mary Pyemont Marsh, traffic manager of KGMS Sacramento, Calif., to traffic department of KFWB Hollywood.

Richard J. Jennings, announcer and writer-producer, WGY-WRGB (TV) Schenectady, N. Y., to WRCA New York as staff director.

Mel Fine, disc jockey, WIKK Erie, Pa., to WICH Norwich, Conn.

Bill Dunn, journalism graduate, Creighton U., Omaha, to WOW-TV Omaha promotion staff.

Bob Segrist, newscaster, WISN Milwaukee, broadcasting daily on 15-station Wisconsin Network.

Henry Kimbrell, musician and night club entertainer, to WAPI-WABT (TV) Birmingham, Ala., as member of production department assigned to create musical commercials.

Overwhelmed

RADIO spot commercials publicizing the opening of a San Diego, Calif., drive-in restaurant brought such an overflow of customers to the eating place that the advertising campaign had to be cancelled three hours before its completion. The spots, aired over KCBQ San Diego by Pat's Drive-In of that city and broadcast by the station's *Hit Parade Dee Jays,* advertised 45-cent hamburgers at 11 cents as a grand opening special.

Jim Turner, manager of Pat's, had this to say about the opening:

"Friday, the first day . . . we sold more than 4,200 hamburgers. Saturday, well over 7,200, and we must have turned away at least the same number. We just couldn't handle it.

"On Saturday night, we had to close three hours early—at midnight—cancel the radio spots, and beg the people to go home. We were completely sold out of everything . . ."

Mr. Turner feels that "the remarkable part of this success is that KCBQ was the only advertising used, and we used only one 1-minute spot per hour for 45 hours plus a remote. KCBQ did a sensational job and can count us as a permanent customer."

Said the owner of a competitive drive-in a few blocks away:

"We were swamped just from the overflow. If they plan any future deals like this, how about letting me know in advance so I can get extra help and supplies."

Bob B. Davis, director, WXEX-TV Petersburg, Va., to WRC-TV Washington as assistant director.

Walter Bange, former art staffer, WCPO-TV Cincinnati, to WKRC-TV Cincinnati as assistant to art director.

Mrs. Evadna Hammersley, director of woman's programming, KOA Denver, resigned to join American Lamb Producers Council, Denver, as national director of Lamb Consumer Service Div.

Dick Bertel, Darien, Conn., to announcing staff of WTIC Hartford, Conn.

Dick Sinclair returned from U. S. Army to WKZO-AM-TV Kalamazoo, Mich., in production department.

Ed Stanton, WJWL Georgetown, Del., announcer, to WHLI Hempstead, N. Y., in similar capacity.

Dick Winters, formerly with WAAF Chicago and other independent stations, to WXLW Indianapolis as disc jockey.

Mrs. Mathilde Sorensen Lund, mother of Harold C. Lund, vice president and general manager, KDKA-TV Pittsburgh, Pa., died May 31.

Paul De Chant, account executive, WOKY Milwaukee, father of girl, Patricia Davis, May 27.

Justine Fitzpatrick, office manager for Storer Broadcasting Co.'s N. Y. office, married June 1 to Robert H. Woollard of Miami. They will reside in Miami.

Bill Hanson, announcer-producer, WEEI Boston, married to Shirley Nuzum of San Diego, Calif.

Bernie Carey, production manager, KING-TV Seattle, married to Shiela Musgrave.

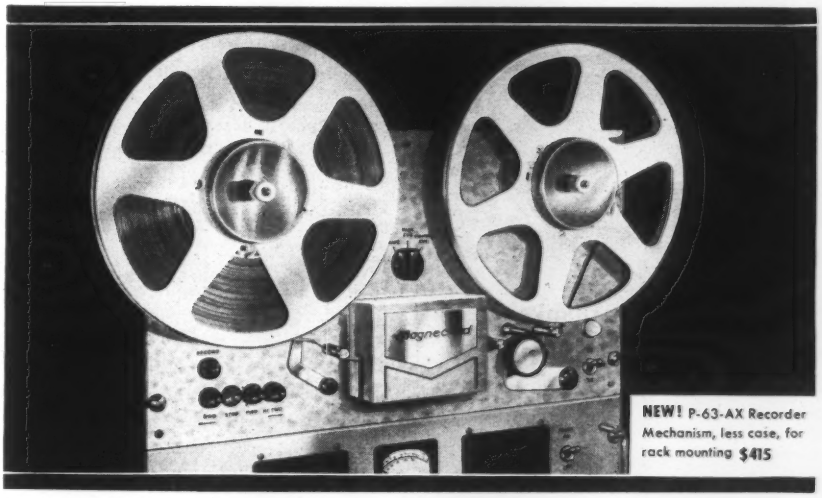
Johnhenry Schweiker, sales promotion manager, WHO-AM-TV Des Moines, Iowa, elected president of Advertising Club of Des Moines.

Claire Corbin, executive director of WOR New York Children's Christmas Fund, received Ph.D. degree from Hofstra College, Hempstead, L. I. Her thesis was study of impact of women's civic groups on community life.

BILL WAKEFIELD Jr. signs for his firm, Wakefield Buick Co., to sponsor nightly *Looking at Sports* on WSPA-TV Spartanburg, S. C. Present are Charlie Bell, WSPA-TV director of national sales, standing, and sports personality Bill Goodrich. The ch. 7 CBS affiliate went on the air last April [B•T, April 30].

IMPORTANT

to 10,000 present Magnecord users . . .



NEW! P-63-AX Recorder Mechanism, less case, for rack mounting **$415**

INSTANTLY

convert your present tape recording equipment to the industry's highest standards

Now, by replacing your present Magnecord tape transport with the new magnificently engineered P-63-AX, you instantly convert your professional equipment to the finest available in the industry! And you save the cost of a new amplifier at the same time! Just plug the P-63-AX into your present amplifier—you're ready to go!

The P-63-AX is powered by 3 motor direct drive, with two-speed hysteresis synchronous drive motor. All controls are swiftly operated by push buttons. Tape speeds of 7½ and 15 IPS are changed by switch . . . no outmoded changing of rollers. Deep slot loading and automatic tape lifter for fast forward and rewind are provided. Both manual and electric cueing simplify programming, editing.

Solenoid brake control automatically puts greatest brake action on unwinding reel to eliminate tape spillage. Easily adjustable bias current. Takes 10½" NAB reels; automatic shutoff at end of reel, no thrashing! Separate erase, record and playback heads allow simultaneous record and playback.

Performance? We guarantee the P-63-AX to be even greater than its laboratory specifications; Frequency response, 40 to 15,000 cycles at 15 IPS. Signal to noise ratio, 50 db at 3% THD full track; wow and flutter, .2% at 15 IPS; timing accuracy, 3 sec. plus or minus in 30 minutes.

Just plug the P-63-AX into your present Magnecord amplifier (any of the PT6, PT63 and PT7 models). The P-63-AX heads are compatible with your amplifier. On-the-spot servicing of the new P-63-AX is simplicity itself; all motors and controls are on separate assemblies held by four easily removable bolts.

NOTE: New NARTB equalizer and modification kit will be available at very modest cost.

FREE BROCHURE—Get all the facts. Use the convenient coupon today!

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magnecord, inc

The Choice of Professionals

1101 S. Kilbourn Ave., Chicago 24, Ill.

MAGNECORD, INC.
1101 S. Kilbourn Ave., Chicago 24, Ill.

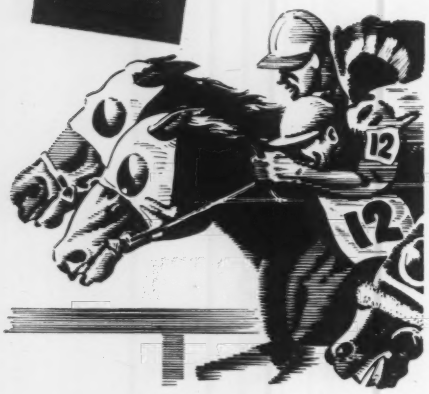
Please send me your illustrated folder on the new Magnecord P-63-AX

Name_____

Address_____

City_____ State_____

2ND BY A NOSE



In one short year, thanks to ABC network and good local programming we have come up faster than "Needles" — and twice as sharp. April pulse ratings multiplied by total coverage divided by KLOR rates equals the best bet by far—on the nation's fastest track: the Portland market.

	FIRST	SECOND	THIRD
KLOR	35	54	30
STA-CB	59	42	18
STA-NB	27	27	65

Comparative standing based on all quarter hours 6:00 p.m. to midnite Monday through Friday in April pulse.

The payoff is GOOD too— Portland's Brightest Picture Sellingest Merchandising

ABC KLOR 12
The Good Looking Channel
PORTLAND, OREGON

GEO. P. HOLLINGBERRY, *Representative*
S. JOHN SCHILE, Gen'l Mgr., HENRY A. WHITE, Pres

TV NETWORK GROSS UP 19.2% IN APRIL

Time charge gain over same month in 1955 reflected in totals of three networks which neared the $39 million mark.

GROSS time charges of the tv networks totaled $38,964,728 in April, or an increase of 19.2% over April 1955, according to Publishers Information Bureau data. The April gain compared to the 17% increase in March of this year over March of 1955.

Four-month total for all three networks this year was $155,642,508, or 17.9% ahead of the period last year. Dumont with $462,335 was included in the April 1955 total.

All three networks boosted their gross billing in April, CBS-TV by 14.4% over that month in 1955; NBC-TV, 13.9%, and ABC-TV, 75%. ABC-TV grossed $25,722,106 in the four-month aggregate, placing the network's gross billing 75.9% above last year's total for the January-April period.

The full PIB table of gross time charges for network tv follows:

NETWORK TELEVISION

	April 1956	April 1955	% Change	Jan.-April 1956	Jan.-April 1955	% Change
ABC	$ 6,173,922	$ 3,527,558	+75.0	$ 25,722,106	$ 14,619,874	+75.9
CBS	17,654,210	15,426,214	+14.4	70,288,002	61,988,977	+13.4
DuM**	——	462,335	——	——	2,412,195	——
NBC	15,136,596	13,285,933	+13.9	59,632,400	52,980,362	+12.6
TOTAL	$38,964,728	$32,702,040	+19.2	$155,642,508	$132,001,408	+17.9

1956 NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
Jan.	$ 6,382,046	$17,820,455	*——	$14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	——	13,845,000	37,191,571
March	6,747,928	17,884,976*	——	15,955,688	40,588,592*
April	6,173,922	17,654,210	——	15,136,596	38,964,728
TOTAL	$25,722,106	$70,288,002	——	$59,632,400	$155,642,508

* Revised as of May 31, 1956.

** Effective September 15, 1955 DuMont Television Network changed from a national network to a local operation.

NBC Yearend Figures Show 'Monitor' Take $4 Million Plus

A PROGRESS report on NBC Radio's *Monitor* weekend service issued by the network last week showed that in its first full year of operation the program attracted a total of more than 40 advertisers and grossed billings "well over $4 million."

Fred Horton, director of NBC Radio, said that 4,349 announcements were ordered the first year of *Monitor*. He claimed these announcements had delivered an estimated 2,039,681,000 home commercial impressions. Mr. Horton said sales on *Monitor* mark "a record for weekend advertisers on NBC Radio during the past few seasons."

CBS Promotes Finn

ALLAN FINN, staff member of CBS-TV Press Information department, last week was named manager of CBS Radio Press Information, succeeding Edward Reynolds, who has resigned to join Ketchum, MacLeod & Grove, New York.

Mr. Finn has been with CBS since 1946, joining the Hollywood's office press information section and then transferring to the news staff before joining the New York tv press department in 1948. He also has been radio-tv editor of *Newsweek*.

Clayton Shields Promoted

CLAYTON SHIELDS has been named assistant business manager of ABC Radio, reporting to business manager Stephen C. Riddleberger, it was announced last week by Don Durgin, vice president in charge of ABC Radio. Miss Shields, who has been with ABC since 1945 in various administrative capacities, served most recently as business manager of the ABC Radio program department.

Twining Gets NBC Offer

NBC reported last week it had offered its "full facilities" to be put at the disposal of Gen. Nathan F. Twining, U. S. Air Force chief of staff, when the general visits Moscow as a guest at Soviet Air Force Day ceremonies on June 24. The offer was made in a telegram by Davidson Taylor, NBC vice president in charge of public affairs.

Mr. Taylor encouraged Gen. Twining to consider the use of tv and radio facilities of NBC, either while he is in Moscow (through Irving R. Levine, NBC correspondent there) or "immediately on your return" to the U. S.

Keeping in Touch

ABC NEWSMEN will be able to keep in touch with the network's convention headquarters in San Francisco and Chicago through means of a newly-developed audio-receiver (Page-Boy) during the periods they leave the convention halls. The Page-Boys will be "locked" to the frequencies of ABC stations—WLS Chicago and KGO San Francisco—with the stations broadcasting signals during their station breaks.

Each staff member carrying a Page-Boy will have a particular signal, which will indicate to him that ABC conventional headquarters is paging him. The Page-Boy is intended for use outside the convention hall, while the recently-announced Audi-Page is designed for use in the hall. Both devices were developed by the Philco Corp., sponsor of ABC's radio and television coverage of the conventions and of election day returns.

NETWORK PROBE— *(Continues from page 32)*

grams that it is possible to plan and produce these at all.

Similarly, owned stations are laboratories for program ideas and talent. In a number of cases, programs developed by its owned stations have later been added to the network schedule.

But television stations owned by CBS contribute not only to the network but, even more important, to the communities which they serve. It has long been the policy of CBS that both the personnel of the owned stations and the stations themselves play an active role in the civic life of their cities. The stations owned by CBS have concentrated heavily on local programming and community service.

It is submitted that no facts and no considerations of public policy would justify discriminating against networks, among all potential owners, as ineligible to own stations. On the contrary, as has been shown, the public would be seriously disserved by such a prohibition, not only because of its grave effect on networking operations, but also because it would deprive important local communities of station ownership which has proved by its record that it serves the communities well.

H. THE PROPOSAL TO REGULATE NETWORK AFFILIATIONS. The proposal that the Federal Government intervene in the question of network affiliation with stations and in effect determine with which stations a network must affiliate is apparently based on the premise that networks have been arbitrary and whimsical in their affiliation determinations. The facts are to the contrary.

It is submitted that any careful examination of the procedures, practices and criteria which the CBS Television Network has adopted in making its affiliation determinations readily establishes that the network is not arbitrary or whimsical. These practices, policies and criteria have been described in full in response to a "Questionnaire for TV Networks," submitted to this committee in December 1954. [For full text, see B•T, Feb. 21, 1955.]

I. THE PROPOSAL TO REQUIRE VHF STATIONS TO SHARE NETWORKS. ABC has suggested to this committee that vhf stations in one- or two-station markets be required, for an unspecified "interim" period, to "share their service equally and equitably among the three networks."

Proposals such as this have been advanced in recent years. A similar proposal was the subject of FCC rule making proceedings in 1950-51. It was also advanced by DuMont in 1954. Both times it has been rejected; both times, indeed, it was opposed by ABC itself.

In essence the proposal, under the guise of encouraging and equalizing competition, in fact is antithetical to competition. It would dilute the incentive of networks constantly to provide the best possible programs, for no matter how good their programs, the networks would *by law* be forbidden access, during certain periods of the day, to stations in favor of a competitor.

Nor can these undesirable consequences be considered, as ABC seems to suggest, in the light only of a *third* network. The possibility of fourth, fifth, sixth, etc. networks must also be considered, particularly if, as the proposal contemplates, each has a right automatically to a free ride in sharing stations' time. Thus, the moment a fourth organization declares itself a network and enters the business, it would have an automatic right, regardless of its performance, schedule, or record, to share one quarter of the aggregate time of stations in markets which have less than four stations; a fifth network would get one fifth of stations' time in markets of less than five stations—and so on, cutting down on the time available to existing networks with each new "network."

J. THE PROPOSAL TO LICENSE NETWORKS. The proposal to license and regulate networks is, on its face, simple. But since the Commission already exercises considerable regulatory powers over a network through its licensing of the stations owned by the network, as well as through its licensing of stations affiliated with the network, the implications of a proposal directly to license and regulate networks are both wide and unknown. In effect, it would seem that the proposal is designed to regulate, and hence license, anyone entering into the business of networking, irrespective of the fact that the network may own no stations and thus make no use of any portion of the broadcast spectrum. Yet it is the use of the spectrum which has always provided the basis in law for licensing and regulating broadcasters.

By abandoning this concept, the proposal enters into a novel and dubious realm. Its implications are perhaps most clearly assessed by regarding it as a proposal to regulate and license a network, not only in its affiliation practices, but also as a supplier of program material—just as are film producers, independent program packagers or advertising agencies which produce programs. That is an extreme concept which may well lead to the complete destruction of the principle of free competition embodied in the Federal Communication Act and basic to the American system of broadcasting.

To the extent that the proposal is an attempt to regulate networks *per se* and wholly apart from *station* licensing, it is no different from saying that newspaper wire services or news-

FOR A HAPPY PRESENTATION

The joy of accomplishment is a universal happiness. Especially in the case of a film which is your creation, born out of hard work and careful planning.

Because Precision's staff of specialists adds its own creative efforts to yours by the use of *specially* designed equipment, and by careful handling and intelligent timing—you might say we are fellow creators, working with you to bring out all you've put into the original...Yes, and maybe more!

So, when you turn those 16mm dreams into realities, be sure to call upon Precision for the *accurate, sound and exact* processing your films deserve.
Remember: Precision is the pace-setter in processing of all film. No notching of originals—scene to scene color correction, optical track printing, all are the very best...35mm service, too!

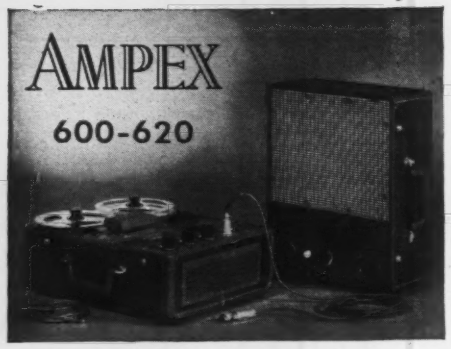
you'll see and hear

PRECISION

FILM LABORATORIES, INC.
21 West 46th Street, New York 36, New York

A DIVISION OF J. A. MAURER, INC.

In everything, there is one best . . . in film processing, it's Precision



ULTRA-FIDELITY COMBINATION . . . via Graybar

The perfect companion piece for the Ampex 600 tape recorder is the matching Ampex 620 Amplifier-Speaker. The two were designed to complement each other's performance (but are available separately). Both are portable – weigh 28 and 25 pounds respectively, in Samsonite cases about the size of overnight luggage. The applications for this "walking hi-fi system" are unlimited. Both units have fidelity that equals studio console performance. Full details and a demonstration can be gotten through your nearby Graybar Broadcast Equipment Representative. A phone call is the fastest way to prompt attention.

Send us your name and address for literature shown below.

Send for these free catalogs

These booklets will answer most of the questions you have concerning the Ampex 600-620 combination. They illustrate and describe features and applications – important performance characteristics and specifications. Contact Graybar today!

615-16

EVERYTHING ELECTRICAL via GraybaR TO KEEP YOU ON THE AIR . . .

Graybar Electric Company, 420 Lexington Avenue New York 17, N. Y.

OFFICES AND WAREHOUSES IN OVER 130 PRINCIPAL CITIES.

paper syndicates should be subject to regulation in order to control the subject matter of their writings, and perhaps, even how much they charge customers. It would inject the federal government into areas which have long been forbidden to it: areas of business judgment, of program content, of determining with whom suppliers may and may not deal; all involving the most intimate details of the business relationships between networks and stations and networks and advertisers—even to the fixing of rates, although there is no payment by the ultimate consumer—that is, the television viewer—involved at all.

It is submitted that nothing in the nature of television broadcasting or of current practices warrants, or even permits, so radical a departure from existing concepts and so dangerous a philosophy of governmental intervention.

KAYE, 'SEE IT NOW' PLAN SHOW ON CHILD AID SETUP

Comedian's tv debut on Murrow program this fall to be on film of tour overseas on behalf of United Nation's international fund for youngsters.

AN UNUSUAL tie-up of CBS-TV's *See It Now* program, comedian Danny Kaye and a United Nations children's aid organization are behind a special, 90-minute show to be presented in the fall.

Details of the Danny Kaye-Ed Murrow program were revealed last week by CBS-TV and the United Nations International Children's Emergency Fund (UNICEF) at a news conference held in the Trusteeship Council chamber at UN headquarters in New York.

Mr. Kaye's first appearance on television will be in an actual role as "ambassador at large" for UNICEF. He returned over the June 2 weekend from a 32,000-mile jaunt on behalf of UNICEF covering England, France, Switzerland, Italy, Greece, Yugoslavia, Turkey, Israel, Spain, Morocco and Nigeria, where he visted and performed at medical and nutritional installations of the international child help organization.

Two *See It Now* camera and sound crews shot about 240,000 feet of film while accompanying Mr. Kaye on the seven-week travel circuit.

At the news conference, Mr. Morrow said of the program: "This will be of its kind, the finest thing yet done on tv". Mr. Kaye, who has yet to perform before the tv camera, observed that television is "as powerful a medium of information and entertainment" as exists in the world but that he has not accepted offers to appear on tv because he could not do "justice" to the medium because of other and time-consuming commitments. He said the *See It Now* program will be an "informal debut" on tv and that he has not yet decided how he will make a "formal" entry in the medium.

NBC-TV Gets Pacific Games

NBC-TV has been granted exclusive rights to telecast a five-game football schedule of the Pacific Coast Conference on a regional basis this fall, it was announced jointly last week by John K. West, vice president of the network's Pacific Division, and Al Masters, chairman of the conferences' television and radio committee. NBC-TV previously had been awarded rights to the eight-game national schedules of the National Collegiate Athletic Assn., and five-game schedules in both the Eastern and Big Ten regions [B•T, June 4].

Moore-Salant Debate Planned By Communications Bar Assn.

DEBATE between Richard A. Moore, KTTV (TV) Los Angeles, and Richard S. Salant, CBS vice president, has been scheduled by the Federal Communications Bar Assn. at a luncheon meeting June 21 in the Willard Hotel, Washington.

Mr. Moore advocated a major revision in network rules to eliminate option time and must buys in an appearance before the Senate Commerce Committee last March [B•T, April 2]. He also strongly urged these moves in a meeting with the FCC's network study staff.

Mr. Salant once before upheld the networks' side of things in an FCBA debate with Harry M. Plotkin, former FCC assistant general counsel and at that time television counsel to the Senate Commerce Committee majority. This was last year [B•T, April 4, 1955].

Two Promoted by ABC

ROYCE L. (VERNE) POINTER, in charge of maintenance at ABC, was promoted last week to chief video facilities engineer and Herbert C. Florance, ABC-TV maintenance engineer, was advanced to supervisor of maintenance for the New York engineering department. The appointments, announced by Frank Marx, vice president in charge of engineering and general services for ABC, were effective immediately. Mr. Pointer started in broadcasting with KFJB Marshalltown, Iowa, in 1939, later joined KTRI Sioux City, WKBB Dubuque and WOI Ames, all Iowa, becoming design engineer for RCA Victor Div. in 1946 and joining ABC in 1948. Mr. Florance had been with MBS, NBC, WGHF New York and KDFC San Francisco before joining ABC in 1950.

'Lassie' Suit Settled

OUT-OF-COURT settlement for $165,000 of a two million dollar suit disputing the division of profits from the CBS-TV *Lassie* show has been filed in superior court at Santa Monica, Calif. Clarence Eurist will get the settlement on his contention he once owned 40% of the program.

KOME Joins ABC

AFFILIATION of KOME Tulsa with ABC Radio was announced jointly last week by E. William George, general manager of the station, and Edward J. DeGray, national director of station relations for ABC Radio. KOME is owned by the Oil Capital Sales Corp., and operates on 1300 kc, 5 kw night and 1 kw day.

CBS-TV 'Evidence' Sought

BRITISH security forces in Cyprus have requested a copy of film taken by CBS news cameramen of the May 21 rioting in Nicosia, Cyprus, for purposes of reconstructing and evaluating the outbreak in which one British soldier was killed and five wounded, according to the network. Films were shot during the riot by CBS newsfilm cameramen Paul Bruck and Alexander Efthyvoulos, who were within six feet of exploding hand grenade tossed by rioters, according to CBS-TV. Footage was used on various CBS-TV news programs.

MAN AMID A SEA OF CAKES

PRESENTING a birthday cake to mark a star's anniversary is pretty routine in the promotional game. Not so giving 155 cakes. That's the gimmick conceived by Wauhillan La Hay of the public relations department of Kenyon & Eckhardt, the results of whose labor surround CBS-TV's Ed Sullivan in the scene above.

Occasion was the eighth anniversary (June 24) of Mr. Sullivan's *Ed Sullivan Show*, until this year *Toast of the Town*. K&E, agency for Lincoln-Mercury on the Sunday night variety program, enlisted a major hunk of the 180 or so stations which carry Mr. Sullivan to send him a culinary offering. This not because the star has an insatiable sweet tooth (the cakes themselves went to charitable organizations), but because it seemed a good vehicle for both network and stations to effect more than cursory notice of the program's longevity. The evidence supports the idea.

Many stations (like WBEN-TV Buffalo) had the cakes baked on the air, during regular cooking programs. Others (like KLZ-TV Denver and KOSA-TV Odessa, Tex.) made a production out of sending the cake off at airports. One, CHCT (TV) Calgary, Ont., gave out samples of the cake to passengers on the flight to New York. Another, KTVH (TV) Hutchinson, Kan., built a program around the cake, with telegrams from the governor and other notables.

For his side of the bargain, Mr. Sullivan posed with each of the cakes, and the pictures were sent back to the stations for local promotion. He also made an open-end announcement thanking the station for the cake. A film clip of him accepting the cakes will be used on the June 24 show.

Funeral for Jean Hersholt Held in Los Angeles June 4

LAST RITES were held June 4 at Church of the Recessional, Forest Lawn, Los Angeles, for Jean Hersholt, 69, veteran movie actor who portrayed Dr. Christian for more than 16 years on the CBS Radio series of that name. The half-hour weekly program began in late 1937.

Mr. Hersholt died just 17 days after more than 500 members of the entertainment industry paid tribute to him at a $100-a-plate testimonial banquet honoring his years of service. He had left his hospital bed to attend. Mr. Hersholt had been seriously ill for some time.

President of the Motion Picture Academy from 1945 to '49, Mr. Hersholt for 20 years had been president of the Motion Picture Relief Fund. On May 30 he was named honorary chairman of the Hollywood Hall of Fame Committee, which is planning a film capital museum.

The death of Mr. Hersholt will not alter production plans on Ziv Television Program's new Dr. Christian tv film series, it was announced by a spokesman for Ziv Tv. He said the title role will be carried by MacDonald Carey, who will portray Dr. Mark Christian, nephew of the older physician.

Community Network Changes

THE Community Network, with headquarters in Montrose, Colo., has been renamed the Colorado Network, according to George Cory, president. Mr. Cory said the network functions for the purpose of improved service to both advertisers and listeners.

Other officers in the organization include Kenneth J. Stone, treasurer; John N. McRae, national sales and operations manager, and Shulom Kurtz, executive secretary. Stations in the Colorado Network are KVOD Denver, KUBC Montrose, KRAI Craig and KSLV Monte Vista, all Colorado.

FIRST—AGAIN!

WILK is the *ONLY* radio station in its area to show a *real gain* over the previous PULSE. With *20 times more power* than any other local station, WILK covers ALL of Luzerne County. Here's what PULSE says:

FIRST PLACES

WILK....28
Station "B"....15
Station "C"....12
Others.....0

TOP COVERAGE in a TOP DOLLAR MARKET.... *Yours for SURE* with WILK!

PULSE PROVES!

Call Avery-Knodel, Inc.

WILK
Wilkes-Barre Pa.

Phil Evans, KMBC-KFRM Farm Service Director, is one of 22 air personalities responsible for the compelling New Sound of KMBC-KFRM.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC of Kansas City
KFRM for the State of Kansas
in the Heart of America

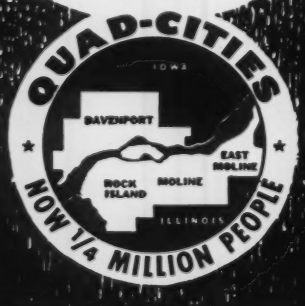
Your advertising message on

WHBF

is aired to 1,300,000 people in our 25,000 square mile coverage area.

EBI per capita $1646

CBS FOR THE



WHBF AM TV

ROCK ISLAND, ILLINOIS

REPRESENTED BY AVERY KNODEL

NETWORKS

18 Join Keystone

ADDITION of 18 new affiliates was announced by Keystone Broadcasting System June 1. KBS now numbers 890 stations, according to Blanche Stein, station relations director. Stations added:

WEDR Birmingham and WJDB Thomasville, both Ala.; KAGR Yuba City, Calif.; KHIL Fort Lupton, Colo.; WAPG Arcadia, Fla.; KJCK Junction City, Kan.; WGHM Skowhegan, Me.; WSUH Oxford, Miss.; KDEX Dexter, Mo.; KPTL Carson City, Nev.; WJWG Conway, N. H.; WCRE Cheraw, S. C.; KGFX Pierre, S. D.; WORM Savannah, Tenn.; WTIP Charleston, W. Va., and KRTR Thermopolis, KGOS Torrington and KWOR Worland, all Wyo.

WFBR, ABC Will Split

WFBR Baltimore Vice President and General Manager Robert B. Jones Jr. announced last week that the station would drop its ABC affiliation, effective May 31, 1957, or earlier if the network desires. WFBR has been an ABC affiliate since 1945.

An ABC spokesman in New York said last week that the network at this time has no plans for a replacement.

NETWORK PEOPLE

James A. Macdonald Sr., sports director of N. W. Ayer & Son, N. Y., to executive radio producer for CBS sports, effective July 11.

Arthur W. Arundel of Warrenton, Va., appointed to handle press information for CBS News & Public Affairs in Washington. He has served with Arabian American Oil Co., United Nations and staff of Sen. Willis Robertson (D-Va.).

Fred Pierce, member of ABC-TV's research and sales development department, father of boy, Richard Wayne, June 5.

Gene Bayliss, ABC-TV choreographer, father of boy, Philip Martin, May 2.

PROFESSIONAL SERVICES

Pearson Starts New Firm

LLOYD PEARSON Assoc., new tv merchandising consultant firm, opened in New York last week at 420 Madison Ave. Lloyd Pearson, former west coast film producer, is head of the firm.

The firm will specialize in tv marketing and the merchandising of consumer products, stressing local markets where merchandising programs can increase sales to dealers, distributors and retailers of national manufacturers. Phone is Templeton 2-8821.

PROFESSIONAL SERVICE PEOPLE

Frank H. Burgmeier, newscaster, WHEN-TV Sycrause, N. Y., to Carrier Corp., that city, as national publicity representative.

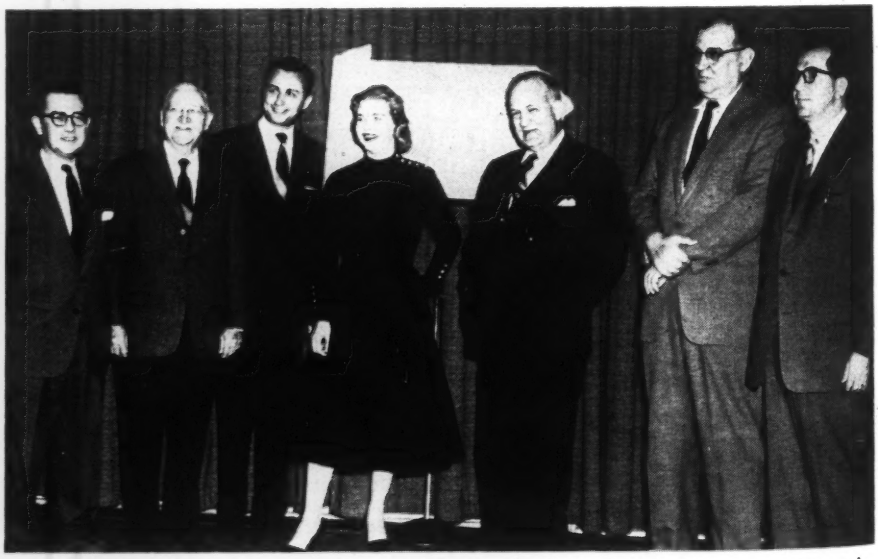
Dr. Rene G. Smoller, named public relations counsellor to public relations department of Richard S. Robbins Co., N. Y., sales promotion agency.

Virgina McPheeters, Hollywood actress and motion picture producer, to Methodist Church Television, Radio & Film Commission, Nashville, Tenn., as assistant production supervisor and unit manager.

Richard S. Smith, formerly public relations director of Advertsing Producers, Chicago agency and previously staff writer at ABC, to Chicago editorial staff of Harshe-Rotman Inc., public relations firm.

PROFESSIONAL SERVICE SHORT

Engineers Joint Council, N. Y., announces directory of all local, regional and national engineering societies, published by the Engineers Joint Council, N. Y., will be made available this summer at pre-publication price of $3.50. Copies may be ordered from E. Paul Lange, EJC secretary, 29 W. 39th St., New York 18.



A WILKES-BARRE, Pa., department store, Fowler, Dick & Walker, The Boston Store, is sponsoring a five-minute cut-in on NBC-TV's *Home* on WBRE-TV Wilkes-Barre. Titled *At Home in the Little White House,* the program gives home-making hints and news of interest to the housewife. Present for the first program were (l to r) John Green and William F. Logan, both from The Boston Store; David M. Baltimore, WBRE-TV vice president-general manager; Bonnie Pennfield, personality appearing on *Little White House,* and Joseph Purcell, Herb Shaw and Fred Butts, all from The Boston Store.

RCA COLOR TV RECEIVER TO SELL FOR $495

Announcement of new low in color video set prices made at Miami Beach session.

AS EARLY as last winter, RCA tipped its hand it would whittle the price tag of its 1956-57 color tv receiver models [B•T, Feb. 6]. Last week it was made a *fait accompli*.

At Miami Beach, Fla., where RCA Victor television distributors and sales executives were introduced to the lines, Robert A. Seidel, executive vice president of RCA's Consumer Products, announced Monday that the public next month would see the new RCA 21-inch color tv table model priced at $495. The new model is in mass production.

The $495 price tag is $200 below the current bottom price of RCA's color tv receivers. It also is the lowest price yet announced for a large-screen color set. Close to the RCA price is the Admiral Corp.'s 21-inch color receiver that is expected to retail this summer for $499.95. Other manufacturers reportedly also have lower-priced lines under study.

Mr. Seidel promptly hailed RCA's new color receiver price as an open door to the "public's realization that color television . . . has arrived."

Said Mr. Seidel: "Development by RCA engineers of a totally new color television chassis which utilizes an array of technical advances makes possible the introduction of the $495 color sets. These receivers were conceived to create a volume business and to provide the public with budget-priced color sets featuring top-quality performance and stability."

The new chassis uses 23 tubes, including the kinescope, two crystals and four rectifiers. The set has a viewable picture of 254 square inches, using RCA's 21-inch tri-color picture tube. There are 10 RCA color models in all, covering three series, "Special," "Super" and "Deluxe." Prices will range up to $850 compared to the current maximum price on RCA's color line of $995.

C. P. Baxter, vice president and general manager of RCA Victor Television Div., said the color receivers would be called the "Spectacular" line. He noted that the sets make extensive use of printed circuit boards with both color and monochrome models using up to six such boards in each chassis.

From 80 to 90% of the circuitry is on printed-circuit boards compared with about 20% in previous color models. RCA also explained that circuits have been added to all its color set models to improve reception of black-and-white pictures. When color programs are not being telecast, the color circuits are electronically "killed," thus favoring superior monochrome reception. All 10 of the color models are available with uhf-vhf tuning at "nominal extra cost," RCA explained. Other improvements in installation, tuning, color "fidelity" and sound are claimed.

Also announced at the Florida meeting were 25 newly-styled RCA black-and-white models which will be tagged from $125 to $500 compared to the current advertised $149.50 to $500 price range, and a line of multi-speaker high-fidelity music systems to be marketed in eight models ranging in price from $79.95 to $1,600.

James M. Toney, vice president and general manager of RCA Victor Radio and "Victrola" Div., told the sales meeting that RCA will market a stereophic tape player under $300, or less than half the price of similar equipment now being marketed. Portable unit will sell for $295 and a consolette at $350. The systems play on two separate amplifiers and speakers from a dual track on the tape. Also on RCA's list are eight hi-fi phonographs, ranging in price from $79.95 to $1,600.

Under-$400 Color Prospects Mulled

A DAY after RCA announced a $200 cut in the price of its lowest-priced color tv receiver for the firm's new 1956-57 line, renewed interest in a color receiver that would sell under $400 was sparked by Paramount Pictures Corp. RCA's bottom price will be $495.

Barney Balaban, Paramount Pictures' president, told stockholders at an annual meeting in New York (also see story, page 50) that Chromatic Television Labs' color set design—i.e., Chromatic's single-gun (Lawrence) tube and circuitry—"has reached the stage of commercial acceptability." Mr. Balaban also said that once certain problems "in the production design of some of its components" are solved, "we will be able to offer to the industry a color television set which can be sold to the public at a price below $400 per set." Paramount Pictures hold a 50% interest in Chromatic which for sometime has been working on color design using the Lawrence tube.

After the meeting, a showing for stockholders was held by Paramount, using hand-made color models. A color film was telecast by cable from within the Paramount Bldg. for the demonstration. Three sets—two 21-inch and one 22-inch—were used with the color reproduction, according to observers, ranging from poor to excellent. Those who witnessed the showing noted that the colors of fabrics and product packages (cigarette packs, cereal containers, etc.) showed up "good" but that shots of a salad plate and a fish course were "poor." Major stopper to mass production of the Lawrence tube was the making of the accelerating

Radio-Controlled Watches

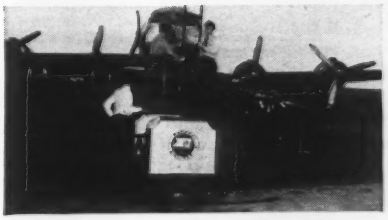
NEW CLAIMANT for radio spectrum space may be on the horizon if the prophecies of Fred Cartoun, Longines-Wittnauer Watch Co. board chairman, come true. Mr. Cartoun, appearing before a Congressional subcommittee on foreign policy, predicted that the day may not be far off—maybe within 10 years—when watches will be activated by radio impulses; even now, Mr. Cartoun said, firms are experimenting with electronic timepieces.

After a check with the FCC could uncover no applications for experimentation in the electronic watch field, B•T queried Bell Labs and GE, firms which Mr. Cortoun predicted would be among pioneers in the development of the techniques for radio-operated timepieces. A Bell Labs' spokesman said his firm has no plans to develop an electronic watch, but is now engaged in developing electronic timing devices for industry-use.

A report from GE indicated that the company may be way ahead of time, electronically speaking: a spokesman said GE already has developed an electronic clock. This clock is mounted on a wall without cords. A tiny transmitter is plugged into the power line and the radio impulses run the clock.

TOWERS...ANY KIND ANYWHERE...

FAST!



Stainless shipping facilities assure fast delivery! Railroad sidings adjacent to the Stainless Plant provide direct loading. Overhead crane tracks and hoists facilitate rapid loading of as many as four gondolas at a time with precision placement and security for long hauls.

The Stainless Plant is near the Philadelphia International Airport, the Port of Philadelphia and only a few hours from New York docks and rail centers.

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grid (device in the tube that selects color), it was said. A Paramount spokesman estimated it costs more than $150 to produce the tube (RCA sells its color tube to other receiver manufacturers at about $85).

DuMont Sales Staff Reduced

SALES STAFF of Allen B. DuMont Labs' tv transmitter department has been more than halved—actually five out of eight have been let go—in past weeks as part of a general overhaul or streamlining of its transmitter sales operation, it was learned last week. About a month ago, DuMont realigned its technical products division, which among others includes transmitter, mobile communications and the instrument departments. DuMont's annual report for 1955 indicated that the firm was having difficulty with the sale of its transmitter and other tv equipment because of "excessive inventories and credit problems with broadcasters" [B•T, April 9]. The report traced much of the trouble to uhf.

Emerson's Net Profits Drop

EMERSON Radio and Phonograph Corp., Jersey City, has reported a consolidated net profit for the 26-week period ended April 28 of $317,666, equal to 16 cents per share, as compared with consolidated net profit of $1,-111,981, equal to 57 cents per share, for period ended April 30, 1955. Figures for both periods were computed after provisions for federal income taxes. The company offered no explanation for the income-profit drop.

W. B. VALENTINE, RCA field sales representative, points out a feature of an RCA 5 kw transmitter (BTA-5H) to O. Wayne Rollins, president of Rollins Broadcasting Co., who purchased five am radio transmitters of the new 5-kw and 1-kw types. Rollins also bought complete studio facilities from RCA for WIRI Indianapolis, a new station in the Rollins group which includes, in addition, WRAP Norfolk, WNJR Newark, N. J., WAMS Wilmington, Del., WBEE Harvey, Ill., and WJWL Georgetown, Del.

University Doing Research On Antenna for Satellites

RESEARCH is underway at Michigan State U. on new receiving and transmitting antennas which might be used eventually as a means of communication with the first artificial satellite launched into space or the first rocket sent to the moon.

Two MSU professors have been conducting research on mathematical equations involved in cigar-shaped antennas, the university reported Wednesday. Dr. Charles P. Wells, assistant professor of mathematics, and Dr. Alfred Leitner, associate professor of physics, feel it may be at least theoretically feasible to treat the rocket itself as an antenna by applying electrical charges to certain parts.

"Rockets or satellites could not use clumsy outside antenna like the ones that perch on roofs," according to Dr. Leitner. "They would slow down travel speed and break off."

The study was prompted, according to MSU, by this future need on outer space projects as well as that for improving present radio and television antennas, proximity fuse devices and radar. The project has the support of the U. S. Army Office of Ordnance Research.

The two MSU faculty members also believe it may be possible for a tv set owner to get more than one channel in the same area without rotating his antenna. Prof. Wells feels "the antenna pickup can be altered by feeding to points other than the center the same amount of power now fed into the center of the antenna." This would set up reception waves simultaneously in and from two to several directions from the antenna, he contends.

"Stations lying within range in those additional directional areas should be received if practical application of the theory proves successful," Prof. Wells declared.

Ampex Sells to WISN-TV

WISN-TV Milwaukee has ordered a $50,000 Ampex video tape recorder, John B. Soell, station director, announced last week. The recorder will be installed in the new WISN-AM-TV center, scheduled for completion early next year.

Radio, Tv Receiver Output Off Slightly

PRODUCTION of radio and tv receivers for April fell slightly below 1955 levels, according to Radio-Electronics-Tv Mfrs. Assn. Radio output totaled 992,982 for April 1956, including 299,523 auto sets, compared to a total of 1,099,775 sets in the same 1955 month. Tv production amounted to 549,632 sets in April compared to 583,174 in the 1955 month. Current April production figures were well below those of March, a five-week statistical month.

Four-month production totaled 4,525,225 radios and 2,394,264 tv sets compared to 4,739,919 radios and 2,771,426 tv sets in the same 1955 period. Of the April 1956 tv production, 74,102 sets had uhf tuners and 2,150 had fm band tuners.

April sales of radios at retail stores totaled 471,193 sets, well above the comparable 1955 figure, 367,841. These sales do not include auto sets, which seldom move through retail channels. April tv sales totaled 347,630 sets compared to 411,748 in the same 1955 month.

Radio sales for four months of 1956 totaled 1,984,915 sets, compared to 1,609,182 in the same 1955 period. Four-month tv sales were 2,036,808 this year, compared to 2,355,740 a year ago.

Factory sales of tv picture tubes totaled 830,902 units in April, compared to 788,317 a year ago. Factories sold 35.1 million receiving tubes in April, compared to 35.4 million in April 1955.

Following are radio and tv set production figures for April and the first four months of 1956:

	Television	Auto-mobile Radio	Total Radio
January	588,347	519,648	1,078,624
February	576,282	437,611	1,093,506
March (5 wks)	680,003	478,272	1,380,113
April	549,632	299,253	992,982
TOTAL	2,394,264	1,734,784	4,525,225

New Armchair Tv Control Developed by Zenith Corp.

DEVELOPMENT of a new model remote hand-operated tuner to activate and control tv receivers was announced by Zenith Radio Corp. to its distributors last week. The latest design is claimed to work without need of wires, batteries, electricity, light or radio waves.

Called the "Space Commander," the eight-ounce unit may be operated from anywhere in a room to change or turn stations on or off or "silence annoying commercials," according to L. C. Truesdell, vice president and sales director. It may be used with 10 Zenith tv receivers and also is available in a "limited version" with eight other models, changing channels in one direction and "turning annoying commercials off and on." The Commander is a self-contained unit with push buttons. Last year Zenith introduced a "Flash-matic" gun device which serves the same purposes.

The new unit is standard equipment with all Zenith "Space Command" receivers. Suggested retail prices of the sets range from $259.95 for table models to $550 for full-door consoles, and from $349.95 to $359.95 for large-screen consolettes.

CBS Buys GPL Projectors

SALE of eight 35 mm telecast projectors (Model PA-200) to CBS was announced last week by General Precision Lab, Pleasantville, N. Y. The units, GPL reported, are scheduled for early delivery, six to the West Coast and two to CBS' New York operations.

Olympic Radio & Television Changes Name; Expansion Set

BOARD of directors of Olympic Radio & Television Inc., Long Island City, N. Y., has voted to change the corporate name of the firm and its affiliated companies to Unitronics Corp., which now becomes the parent company with ORT functioning as a separate division.

William H. Husted, chairman of the executive committee and a director, announced Tuesday that the reorganization is in step with an "activated expansion program." Negotiations are in an "advanced stage" to acquire several additional businesses, he said. One of them he identified as a west coast manufacturer of electronics equipment.

Another division of Unitronics will be David Bogen Co., maker of public address, high fidelity sound equipment and inter-communication systems and acquired by Olympic last February as a wholly-owned subsidiary. Olympic two weeks ago leased warehouse and shipping space in Brooklyn, N. Y. Another phase of its expansion program is the speeding up of efforts to develop new products and to improve existing ones in the radio, phonograph, tv and electronics equipment fields.

Olympic's first quarter sales increased from $4,800,986 in last year's period to $6,676,565 this year, with net income after taxes totaling $159,464, or 35 cents a share on 453,552 shares of common stock outstanding. Earnings in the first quarter of last year were $82,631, or 18 cents per share.

Unit sales of Olympic tv sets last month rose 102% above the number sold in May of last year, Herbert Kabat, vice president in charge of sales, announced last week. According to Mr. Kabat the sales jump was attributable to Olympic's 14-inch and 17-inch portable tv sets and to the firm's increased number of dealers.

GE to Build New Facility

GENERAL ELECTRIC Co. will begin construction this summer on a new building near Gainesville, Fla., which will be the headquarters and manufacturing facilities of the company's Communication Equipment Section, it was announced last week by Harrison VanAken Jr., general manager of the section.

Mr. VanAken said that it will take about two years to complete construction. He estimated the cost of the project "in excess of $4 million." The Communication Equipment Section has four major product categories—two-way mobile radio communication, microwave, power line carrier and terminal equipments.

MANUFACTURING PEOPLE

Alton K. Marsters, formerly general sales manager, CBS Hytron Div., elected sales vice president, Bausch & Lomb Optical Co., Rochester, N. Y. **Russell E. Craytor** appointed manager of Ray-Ban sun glass sales for company.

James R. Ronk, engineering vice president, Howard W. Sams & Co., Indianapolis, electronic engineering-publishing firm, appointed head of new research and product development division. **Lester H. Nelson** named general production manager.

Edward Willette, sales staff, Animation Equipment Corp., New Rochelle, N. Y., appointed sales manager.

C. J. Gentry promoted from salesman to national car radio specialist at Motorola Inc., Chicago, with responsibility for development and promotion of company's automobile radio field sales.

WAGM-TV Presque Isle, Me., has ordered a 5 kw DuMont transmitter preparatory to going on the air. Present for the contract signing at DuMont headquarters in Clifton, N. J., are (l to r) L. E. Hughes, chief engineer for the ch. 8 outlet; Frank O'Connell, DuMont representative, and WAGM-TV General Manager Harold D. Glidden.

George H. Clark, 75, with RCA in various executive capacities for 27 years and retired in 1946, died June 3 in New York following long illness. He was founder and former president of Veteran Wireless Operators Assn.

EDUCATION

CBS WILL SET UP $50,000 IN COLLEGE DONATIONS

Organization continues plan of making grants to alma maters of top executives. This round: $2,000 each for 25 men at 16 schools.

GRANTS of $2,000 each for a total of $50,000 will be made this year by CBS Foundation Inc. on behalf of 25 top CBS executives to 16 colleges and universities.

This is the third year of the foundation's grant program which will have allocated $122,000 in the aggregate to educational institutions. Grants are made to schools from which top-level CBS executives have graduated.

Grants made for 1956, indicating university, number of grants and executive or executives, follow:

Amherst (1), Robert Strunsky, copy chief, CBS-TV's advertising and sales promotion department; Dartmouth (2), Raymond D. Builter, assistant controller, Columbia Records, and Dudley Faust, network sales staff, CBS Radio; Davidson (N. C.) College (1), Wilbur Edwards, general sales manager, CBS Television Film Sales; Doan College (Crete, Neb.) (1), Gerhart D. Wiebe, assistant to the president, CBS Inc.; Fordham (1), Merritt H. Coleman, director of business affairs, CBS-TV; Harvard (3), Milton Neaman, CBS Inc. senior attorney; Richard S. Salant, CBS Inc. vice president, and Newell T. Schwin, tv sales manager of Terrytoons (Div. of CBS Television Film Sales).

Massachusetts Institute of Technology (1),

NEMS-CLARKE MODEL TR-1

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KIDO
WGBS
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WICA
KLIX
KFXJ
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KBES
WRTV
KIMA
WWTV
WGLV

KXJB
KZTV
KFBC
WABI
KMID
KNOX
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WKBN
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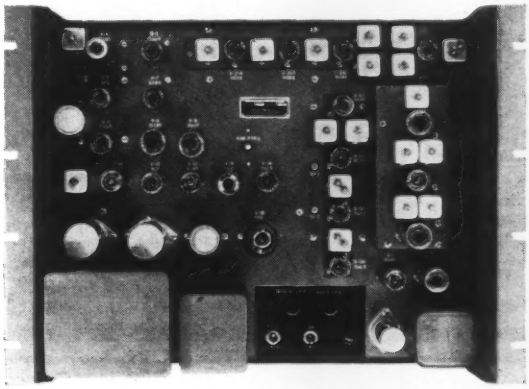
WBOC
KSBW



TV Rebroadcast Receiver

NOW IN USE FROM COAST TO COAST

The Model TR-1 TV Rebroadcast Receiver has been designed specifically to meet the requirements for a high-quality receiver for use in direct pickup and rebroadcast of television signals. It embodies features which give the reliability necessary for full-time commercial use and provides signals of exceptional quality, fully equal to, or better than, that provided by the usual intercity network facility.

NEMS-CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND
Write Dept. G-1 For Further Information

Elwood W. Schafer, manager of color planning, CBS-Hytron; New York U. (3), Norman C. Hadley, CBS-TV director of accounting dept.; Merle S. Wick, CBS-Columbia administrative vice president, and Edward Wood Jr., general manager of Housewives' Protective League, CBS Inc.; Princeton (4), James Aubrey, general manager, KNXT (TV) Los Angeles; William C. Fitts Jr., CBS Inc. vice president in charge of labor relations; Tom Gorman, WEEI Boston sales manager, and Allyn Jay Marsh, CBS Radio's sales staff; St. Lawrence U. (1), John H. Hauser, CBS-Hytron distributor sales manager.

St. Louis U. (1), Robert Hyland, KMOX St. Louis general manager; Temple U. (1), Harper Carraine, CBS Radio director of research; Notre Dame (1), Clay Adams, CBS-TV manager of film production operations; U. of Pennsylvania, Dr. Leon Levy, CBS Inc. director; Wittenberg College (Springfield, Ohio) (1), Howard Kany, CBS Inc. manager of newsfilm, and Yale (2), George Avakian, Columbia Records' eastern director of popular albums, and Louis Stone, CBS-TV director of talent commitments.

RCA Gives to Bryn Mawr

RCA has contributed a gift of $25,000 to Bryn Mawr College in recognition of its work "in providing advanced training for women in the physical sciences," it was announced yesterday (Sunday) by Katherine E. McBride, president of the college. She termed the gift "the largest single donation Bryn Mawr ever has received from industry."

EDUCATION SHORTS

WBT-WBTV (TV) Charlotte, N. C., and **WBTW (TV) Florence, S. C.,** presented annual scholarships for radio-tv studio at N. C. State College and U. of N. C. to Frank Beaver and James Mutton.

American Council on Education for Journalism has published *Choosing a Career in Journalism,* 32-page, illustrated booklet, covering jobs in radio, television, newspapers, magazines and advertising. Copies are available to stations, newspapers, trade associations and others at 25 cents each, or 20 cents in quantities of 100 or more. Requests may be addressed to Secretary-Treasurer, ACEJ, Ernie Pyle Hall, Indiana U., Bloomington.

1956 AWARDS PRESENTED BY ART DIRECTORS CLUB

Medals given to networks, stations, agencies and independent production firms at 35th Annual Exhibition of Advertising and Editorial Art and Design, held in New York City.

NETWORKS, stations, agencies and independent production firms cited in last week's 35th Annual Exhibition of advertising and Editorial Art and Design [B•T, June 4] submitted entries in categories ranging from live tv commercials to promotional brochures and newspaper advertisements. Listed below are the top winners—those receiving the club's highest award, the Art Directors Club Medal and those tapped for the second-place awards of Distinctive Merit. One special medal for extraordinary art conception also was presented.

Live commercials (16 mm kinescope)—For Ford Motor Co. commercial on NBC-TV's *Producers' Showcase,* Kenyon & Eckhardt, N. Y.; David Bixby and C. F. Korten, art directors; Blake Johnson, producer; David Bixby, artist (Distinctive Merit).

Film commercials (live technique)—Personal Products Corp. (Modess), Young & Rubicam, N. Y.; Stephen O. Frankfurt, art director; Elliot, Unger & Elliot, production firm (medal). Dodge Div., Chrysler Corp., "I Built Me a Dodge" song commercial (not jingle), Grant Adv., Detroit; R. C. Mack, art director; Van Praag Productions Inc. (Distinctive Merit).

Film commercials (full animation)—Piel Bros., Brooklyn, N. Y., Young & Rubicam, N. Y.; Jack Sidebotham, art director; Chris Ishii and Gene Deitch, UPA-New York, production firm. (Special Art Director Club Metal for the "Bert and Harry" series). Southern Cotton Oil Co. Snowdrift shortening), Fitzgerald Adv, both New Orleans; Art Babbitt, art director; Storyboard Inc., production firm. (Medal). Diamond Crystal Salt Co., Benton & Bowles, N. Y.; John K. Hubley, art director, Storyboard Inc., production firm (Distinctive Merit).

Station breaks (single frames, slides, telops, titles, etc).—CBS-TV; promotion for *Private Secretary* sponsored by American Tobacco Co.; Georg Olden, art director; Bob Gill of CBS-TV Art Dept. artist (medal). CBS-TV; promotion for *I've Got a Secret* sponsored by R. J. Reynolds Tobacco Co.; Georg Olden, art director and artist (Distinctive Merit). CBS-TV; station break for *Studio One* sponsored by Westinghouse Electric Co.; Georg Olden, art director and artist (Distinctive Merit).

Show openings—Guild Films Inc.'s *Confidential File* on WPIX (TV) New York; Jerome Gould of Gould & Smith Assoc., art director (medal).

Magazine advertisments (black and white)—CBS-TV; William Golden, art director; Ludwig Bemelmans, artist, (Distinctive Merit).

Newspaper advertisments—CBS Radio; Lou Dorfsman, art director; Harry Gordon, artist (Distinctive Merit).

Trade periodical advertisements—CBS Radio; Lou Dorfsman, art director and photographer; Leon Golomb, artist (medal). NBC; Grey Adv. N. Y.; Robert Dolobowsky, art director; Hans Moller, artist; NBC Photo Dept. (Distinctive Merit).

Direct mail booklets—CBS-Columbia, radio-tv set manufacturing division of CBS Inc.; Ted Bates & Co., N. Y.; Herb Lubalin, art director; John Pistilli, artist; Wendy Hilty, photographer (Distinctive Merit).

Point of sale record album jackets—RCA Victor; Sudler & Hennessey Inc., N. Y.; Robert M. Jones, art director Carl Fischer, photographer; Herb Lubalin, designer (Distinctive Merit).

Trade periodical advertising art—CBS Radio; Lou Dorfsman, art director; Becker-Horowitz Inc., photographer (Distinctive Merit).

Booklet & direct mail art—NBC; John Graham, art director; Joseph Low, artist (Distinctive Merit). ABC; Andrew Ross and Zaro Calabrese, art directors; Milton Glaser, artist (Distinctive Merit).

American Women's Clubs Cite Radio, Tv Programs

RADIO-TV citations for 1956 were awarded by the General Federation of Women's Clubs at its 65th annual convention in Kansas City. NBC received seven citations, CBS six and ABC five.

Winners in radio:

News—Morgan Beatty, NBC; Entertainment—*The Voice of Firestone,* ABC; Education—*Biographies in Sound,* NBC; Youth or children— *Adventures in Science,* CBS; Promotion of Individual Responsibility—*Americas Town Meeting,* ABC; Meets Problems of Juvenile Delinqueney—*Make Way for Youth,* CBS; Stresses Spiritual Values—*The Greatest Story Ever Told,* ABC.

Winners in television:

News—*News Caravan,* NBC; Entertainment—*Hallmark Hall of Fame,* NBC; Education—*You Are There* and *Adventure,* both CBS; Youth or Childrens—*Lets Take a Trip,* CBS, and *Mickey Mouse Club,* ABC; Promotion of Individual Responsibility—*Home,* NBC; Meets Problems of Juvenile Delinquency—*Youth Wants to Know,* NBC; Stresses Spiritual Values—*Cross Roads,* ABC; Special Awards for Variety—*Wide Wide World,* NBC, and *Omnibus,* CBS.

AWARD SHORTS

ABC-TV's *Crossroads* program (Fri., 8:30-9 p.m. EDT) cited by Salvation Army as "an eminent and memorable service to the community in the realm of fine arts."

WITH Baltimore awarded Certificate of Appreciation by American Legion, Dept. of Baltimore, for cooperation in legion activities. Presentation was second legion award to Maryland radio station in seven years.

Frank M. Folsom, RCA president, received honorary degree at commencement exercises conducted by U. of Notre Dame.

Arthur Hull Hayes, CBS Radio president, graduate of U. of Detroit, class of '26, will be presented with honorary Doctorate of Laws Thursday at university's 73d commencement exercise.

Lawrence Welk, ABC-TV, cited with honorary degree of Doctor of Fine Arts, U. of Portland, Ore., for furnishing "the nation (with) clean entertainment."

Helen Delich, producer, *The Port That Built a City and State* series on WMAR-TV Baltimore, received annual world trade award of Advertising Club of Baltimore and named Advertising Woman of the Year by Women's Advertising Club of Baltimore. She is maritime editor of *Baltimore Sun.*

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

EUROPEAN COLOR EXPERTS FAVOR AMERICAN SYSTEM

After seeing demonstrations in New York, Paris, London and Eindhoven, authorites from 25 nations give their approval to U. S. NTSC method.

THE American color tv system is by far the best system now available to television stations all over the world. This is the essence of what European color tv experts from 25 nations said after inspecting American, French, British and Dutch color television demonstrations.

The experts, who visited Paris, London, Eindhoven (Holland) and New York, learned that the French Broadcasting Service, Radiodiffusion et Television Francaise and French manufacturers, have developed three different color television systems. The first has been developed by Henry de France and is dubbed Line Sequence System. The second is a so-called double message system devised by Prof. Boutry and the third is the Valensi coding system. All of the three have reportedly considerable disadvantages compared with the American National Television Systems Committee system.

In Eindhoven the Philips Co. demonstrated before the experts two different color systems. The first is a European version of the American NTSC compatible system. The principle difference between the NTSC and the Philips experimental system is that Philips uses the 625-line standard dominant on the European Continent. The second Philips system uses two color subcarriers. Philips people explained that the two systems are strictly experimental and that the company has no plans to promote one of the two before uniform European color standards are set.

The experts watched special test transmissions in London over the BBC's Alexandra Palace transmitter, which has been set aside for such tests from the regular b & w transmissions. The British, too, have developed a European version of the American NTSC system. But unlike the Dutch, they use the 405-line system, which is generally in use in the United Kingdom. The BBC system uses one sub-carrier for color signals. The BBC demonstrated a complete range of color studio and color slide and film equipment and British manufacturers provided different models of color receivers. The international color tv experts learned that Britain is all set to launch regular color tv programming within 18 months.

West Germany, which is another of the major Continental television areas (around 500,000 sets), has not pushed color tv beyond theoretical discussions but is favoring a system that would be compatible with the present 625-line b & w standards.

European experts believe that the upcoming CCIR meeting in Warsaw (Aug. 9 to Sept. 13) will produce some hints, at least, as to the direction color tv is going to take in Europe. There are now seven different black-and-white tv systems in use in Europe.

Another chance is that a non-compatible system would be adopted. In this case, all of the European uhf bands would be set aside for color tv while vhf would be reserved for black-and-white.

Distance Overcome

AN ELECTRONICS engineer in Salisbury, Southern Rhodesia, has modified two commercial tv receivers and antennas which enable him to receive European tv programs regularly. George F. Cole, director of Electronic Services (Pvt.) Ltd. first began his television experiments to develop a receiver sufficiently sensitive to pick up tv waves reflected by the ionosphere, which could then be strengthened to provide satisfactory reception at long distances from the transmitter. Southern Rhodesia is located in south-central Africa.

He has modified an English and a German set and is now receiving regularly programs from London, Moscow, Switzerland and Italy. Mr. Cole says that the sound is clearer, stronger and of better quality than is received from the local radio station. However, the picture still lacks sharp definition.

Mr. Cole believes his experiments may lead to the development of tv relay stations and has registered a patent for his system. He also submits monthly reports to the BBC engineering information department and plans to import an American-made set to modify in an effort to receive U. S. tv programs.

'Thought Control' Called Aim Of Canada's Broadcast Policy

THE Canadian government is trying to control thought through its broadcasting policy, a spokesman of the Alberta provincial government told the Royal Commission on Broadcasting when it held its sitting in Edmonton last month.

Alberta Telephones Minister Gordon Taylor described Canadian radio as a muddle of free enterprise and totalitarianism, with the government controlling private stations through the Canadian Broadcasting Corporation.

Mr. Taylor also termed present broadcasting regulations contempt of free enterprise, because "men who want to invest money (must) kowtow to a government board."

At an earlier sitting in Vancouver, the Fowler Commission was told about a previously-secret draft bill presented to the Canadian government three years ago by the Canadian Association of Radio & Television Broadcasters. The bill would establish a five-man board to control every aspect of broadcasting.

Existence of the draft was made known by F. H. Elphicke, vice president of CKWX Vancouver. Mr. Elphicke also told the Commission that Canada has the room and money to support a private network in competition with the CBC.

Classified Radio

RADIO ADVERTISEMENTS in Afghanistan are sold and broadcast on the formula used for newspaper classified ads in this country, according to Abdul Hak Waleh, program director of Radio Kabul, government station in Kabul, capital of Afghanistan.

Advertisements, placed almost entirely by merchants, are priced at so much a word and are read by an announcer one after another with no entertainment in between, These ads are broadcast during two periods each day, following the morning and evening newscasts, he said. Mr. Waleh is studying American broadcasting at WGAY Silver Spring, Md. (a Washington suburb), as one of a group of foreign broadcasters brought to this country by the State Dept. each year as part of its international educational exchange program.

Canadian Embassy Protests Beer Ads on Border Outlets

U. S. AUTHORITIES have been informed that some American border radio and tv stations are violating the intent of Canadian broadcast regulations by carrying advertising for Canadian breweries aimed at Canadian viewers. The problem was raised in Washington by the Canadian Embassy, following complaints on the matter in the House of Commons.

Beer and liquor advertising is banned from Canadian radio and tv. To get around the ban, Canadian breweries have been buying time on American stations, among them WGR-TV and WBEN-TV, both in Buffalo, N. Y., which reach much of the heavily-saturated southern Ontario market.

A Canadian Washington correspondent (Harold Greer of the *Toronto Daily Star)* said the government's approach was half-hearted and was not expected to achieve anything. The question was raised only "informally" with appreciation that it was probably beyond the scope of the U. S. State Dept.

SUPER is the word for STANDARD **Sound Effects**

Over 1000 effects—Send for your FREE catalog and a copy of CUE-TEASERS, a collection of spots cued to sound effects as attention getters.

Also distributed in
Canada: S. W. Caldwell, Ltd.
447 Jarvis St., Toronto
New York: Charles Michelson, Inc.
45 West 45th St.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

INTERNATIONAL

Germans to Tour U. S.

DEUTSCHE Studien-Reise-Gesellschaft, Nuremburg, West Germany, is planning a tour of German radio and television experts from the non-technical side of the industry through the U. S. from Jan. 5 to 24, 1957. DSRG is a private institution specializing in organizing study tours.

Fourth British Commercial

BRITAIN'S fourth commercial tv station, serving Yorkshire, will begin broadcasting test signals in July from Emley Moor. Station is scheduled to start program service Oct. 7. The fifth, to be built at Black Hill, near Glasgow, has a tentative target date of August 1957.

INTERNATIONAL PEOPLE

Shau Hui Yao, chief engineer, China Broadcasting Co., part of Formosan ministry of information, and **Shih Chuan Chang,** chief operating engineer, visiting U. S. electronic equipment plants under UN sponsorship.

Andre F. Rhoads, public relations director, Radio Free Europe, Munich, transferred to New York as field operations director, Crusade for Freedom, RFE's parent organization.

INTERNATIONAL SHORTS

CKDA Victoria, B. C., appoints Radio Representatives Ltd., Toronto, exclusive representative.

Radio receiver sales in first three months of 1956 in Canada were 105,024, up from 96,628 in comparable period of 1955. Projected production for second three months was fixed at 181,877 sets. Actual sales last year for second three months of year totaled 120,493 sets.

British color tv receivers will be shown for first time at Canadian National Exhibition at Toronto, Aug. 24-Sept. 8. Alongside latest in British tv receivers will be model of television equipment developed in 1926 by Dr. John L. Baird at London.

CKWX Vancouver to move into its new $300,000 building at end of June.

"When those KRIZ Phoenix temperature reports say it's hot—brother, I'm practically barbecued!"

PROGRAMS & PROMOTIONS

BIG BIRTHDAY PULL ON WKZO

WKZO Kalamazoo reports it received more than 60,000 pieces of mail from 50 Michigan and Northern Indiana counties and three other states in the 13 weeks it conducted its "Scramble-town" contest as part of the station's 25th anniversary promotion. During the contest, listeners were given scrambled letters and hints of a town's identity and asked to name it on post cards. A winning card was selected each week for a portable tv set and grand prize winners were given all-expense paid vacations (for two) at Sarasota, Fla.

WBKB (TV) TAKES LAW IN HANDS

WBKB (TV) Chicago issued public subpoenas to all station talent, directing them to "view *Mr. District Attorney*" as part of a promotion campaign for two film series—*Mr. District Attorney* and *Federal Men*—in cooperation with Courtesy Motors, sponsor of both shows, and its agency, Malcolm-Howard Adv.

WBBM ASKS AUDIENCE HELP

LETTING the audience write its commercial copy, the Gee Lumber & Coal Co. of Chicago has asked for a slogan to describe its goods and services in a contest conducted by Paul Gibson on WBBM Chicago. The sponsor is offering $1,000 for the best slogan and major appliances to second and third-place winners, as well as merchandise certificates to others.

MONTGOMERY REPEATS 'STOCK'

FOR the fifth consecutive year, NBC-TV's Robert Montgomery show, sponsored alternate Mondays by Johnson's wax and Schick shavers, will offer viewers an eight-week series of "Summer Stock Plays," featuring groups of lesser known, but permanent stars and a rotating system of directors. The series gets underway July 2 and will be seen every Monday but Aug. 13 and 20 when tv coverage of the two major political conventions will pre-empt the Montgomery shows.

ABC AIRS FOUR NEW SHOWS

FOUR new programs have been announced by ABC Radio. They are *Grand Central Station* (Mon.-Fri., 11-11:15 a.m. EDT), starting July 2; *The Jack Paar Show* (Mon.-Fri., 11:15-11:30 a.m. EDT), starting July 2; *Disaster* (Sun., 5:05-5:30 p.m. EDT), effective yesterday (Sunday), and *Unit 99* (Sat., 7:30-7:55 p.m. EDT), which started June 2.

'CIRCLE' TO SHOW KINE REPEATS

FIVE plays will be repeated by kinescope this summer on *Circle Theatre* (NBC-TV, alternate Tuesdays, 9:30-10:30 p.m. EDT), sponsored by Armstrong Cork Co. The repeats will start June 26 and conclude Aug. 21.

KAISER PICKS DIRECTOR TEAM

WORTHINGTON (TONY) MINER, creator of *Studio One, Frontier* and *Medic,* will head a four-man producer-director staff for Kaiser Aluminum Co.'s new 60-minute drama series starting on NBC-TV July 3, Young & Rubicam, Kaiser's agency, has announced. Named to the team for the *Kaiser Aluminum Hour* (alternate Tuesdays, 9:30-10:30 p.m. EDT) were Franklin Schaffner, Fielder Cook and George Roy Hill, whose collective credits include *Kraft Tv Theatre, Ford Star Jubilee* and *Studio One.*

TWAIN MEET ON WTOP-TV

WTOP-TV Washington, serving a city that is a modern crossroads, went to the ancient east-west crossroads of Istanbul to document the life of a typical government girl and onetime Washington resident. The half hour report, filmed over a period of three weeks by WTOP-TV staffers, will be telecast tomorrow (Tuesday) evening. Viewers will follow Miss Mary Catherine Thompson, U. S. Consulate secretary, among minarets and through mosques and ancient bazaars in an account that includes not only the story of a government girl abroad but the story of how life in one of the world's oldest cities is changing in a modern era.

FUTURISTIC RADIO ON MBS

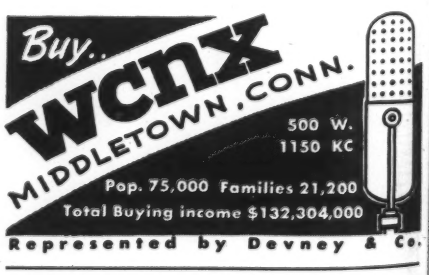
RADIO and electronic developments of the future were demonstrated on a Mutual program carried last month in cooperation with the U. S. Army Signal Corp Research Labs as a salute to National Radio Week. Originating from the laboratories at Fort Monmouth, N. J., the program included a talk by Col. C. W. Janes, director of component parts research at SCRL. Col. Janes, who stressed that these developments would not be available for civilian use for five or ten years, discussed and demonstrated new solar energy converters (a transistorized radio set was played by placing it under a 100 w lamp); a voice-power radio (sound waves activate the set); the latest tiny mercury batteries; a palm-sized walkie-talkie receiver, and wave-control crystal units, designed to permit even more extensive usage of side-bands in radio transmission.

NTA SEEKS GRASSROOTS FEELING

WHAT does the viewing public think about feature films, commercials and television in general? National Telefilm Assoc., New York, to get an answer from "grassroots America," inserted paid advertisements in newspapers in North Carolina, Nebraska and Iowa several weeks ago, and reports more than 1,200 replies received so far. NTA found several areas of agreement among respondents: All wanted "top quality film" on tv; many said they "would think more of the sponsor's product if he had a very good program on tv," and most letters complained of "too many commercials all through the movies."

KROX FAN STREAMLINES MAIL

NOBODY likes to be a "rubber stamp" for anybody else. But KROX Crookston, Minn., admits to being rather pleased when it finds its listener correspondence addressed with a stamp. One loyal listener is saving time with a rubber stamp addressed to the "All Request Show, KROX Crookston, Minn."



NEARLY 100 Coca-Cola trucks in Atlanta are displaying large billboards plugging Eddie Fisher's *Coke Time* on WAKE that city. The promotion also backs "Coke" participations in disc jockey shows on the station.

COPS FOR REAL ON WGR-TV

NBC-TV's *Dragnet* was cancelled by WGR-TV Buffalo May 31 to bring viewers a real-life law enforcement program—a discussion of the Crystal Beach Amusement Park fracas which some officials called a race riot. Eight Buffalo policemen, social and civic leaders took part in a WGR-TV 9-9:30 p.m. telecast to discuss the incident at the invitation of Van Beuren W. De Vries, WGR-TV program manager.

'$64,000' VET NOW QUIZMASTER

WHAT happens to the big-money winners of *The $64,000 Question* after they leave the CBS-TV program? One of them—James N. Egan, a Hartford lawyer, who with his brother copped $32,000 on the program—now is a quizmaster, himself. He holds forth on a competition, *World Quiz*, for secondary school students that is telecast Saturday afternoons on WKNB-TV New Britain, Conn., and sponsored jointly by the station and the Foreign Policy Assn. of Hartford.

NBC SPOT MAILING POWER

AS a reminder that people now can carry their radios wherever they go, NBC Spot Sales attached a miniature transistor to a radio promotion piece sent to advertising agencies last week. The promotion material notes that transistors point up not only the portability of modern radios, but the flexibility of the medium: people can listen to the radio while preparing to go to sleep, while shopping or performing chores around the house.

REMINDER FROM WBKB (TV)

SOME timebuyers may be forgetful, but they are not forgotten by WBKB (TV) Chicago. In its latest agency promotion mailing, WBKB is asking timebuyers and account executives to supply personal information to be inscribed on a laminated plastic "Remember Plate" for use as a key ring or in a wallet. One side of the plate will carry the agencyman's name, address, city and state, telephone number, blood type and social security number, while the other will remind him of birthdays and anniversaries of family and friends.

KYW TAKES TO 'OPEN ROAD'

FEEDING seasonal wanderlust, *Open Road, Ohio*, new weekend program service of KYW Cleveland, gives Ohioans most everything they need to know about travel, sports and recreation. Newscasts beginning at 5:30 a.m. Friday and running through Sunday night brief listeners on golfing, tennis, fishing, picnicking, road and weather conditions. KYW has set up a special telephone network to gather the *Open Road* information and added a man to the weekend staff.

CKAC SENDS WHOLESALE CHECKS

CKAC Montreal has been sending bank checks to advertisers and agencies made out to Jerry Timebuyer for the amount of 1,056,408 listeners, drawn on Canada's First Audience Bank and signed by Phil Lalonde, manager of CKAC. Each check also was marked "Certified, Elliott-Haynes Circulation Report, March 1956".

AIRBORNE NEWS ON KDKA-TV

WITH the help of its flying staff photographer, Chuck Boyle, KDKA-TV Pittsburgh, Pa., is bringing faraway newspictures home to viewers at record speeds. When a major train wreck occurred last month at Ravenna, Ohio, 90 miles away, Mr. Boyle and KDKA Radio's Al McDowell emplaned and within two hours had direct reports on the air, with film rolling shortly after the broadcasts. KDKA-TV also serviced the United Press with complete film coverage of the accident.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0405
NEW YORK 22, N. Y.
All Inquiries Confidential

HIGH GAIN DIRECTIONAL
vhf tv transmitting
ANTENNA

AMCI Type 1030
Channels 7 through 13

This 3-bay directional array has a power gain of 20.8 and in conjunction with a 10-kilowatt transmitter radiates an ERP of 171 kw — another proven installation at Station CJLH-TV, Channel 7, Lethbridge, Alberta, Canada. The antenna is the AMCI 3-bay Type 1030-S with Type II null fill-in.

AMCI Type 1030 directional antennas provide a controlled horizontal pattern, adjustable to your particular service requirements. *Write for descriptive bulletin B-456.*

ANTENNA SYSTEMS—COMPONENTS
AIR NAVIGATION AIDS—INSTRUMENTS
AMCI ALFORD Manufacturing Co. Inc.
299 ATLANTIC AVE BOSTON MASS

CAPSULE SPORTS ON ABC

A SERIES of 10 five-minute weekend sportscasts featuring Howard Cosell was to make its debut Saturday on ABC Radio. The capsule programs are heard at 2:05, 3:05, 8:25, 10:05 and 10:55 p.m. EDT Saturdays and Sundays at 5:30, 6:35, 7:05 and 9:35 p.m. EDT.

WCFL GETS BIRTHDAY WINGS

MARKING its 30th anniversary on the air this month, WCFL Chicago is planning to equip a helicopter and station wagons with necessary equipment for direct air pickups. Both facilities are now used for on-the-spot tape interviews carried later on WCFL newscasts. The "Voice of Labor" outlet recently appointed Vic Barnes news editor to direct the expanded operation for its 24-hour broadcasting schedule.

RADIO ON FLOOR OF CONGRESS

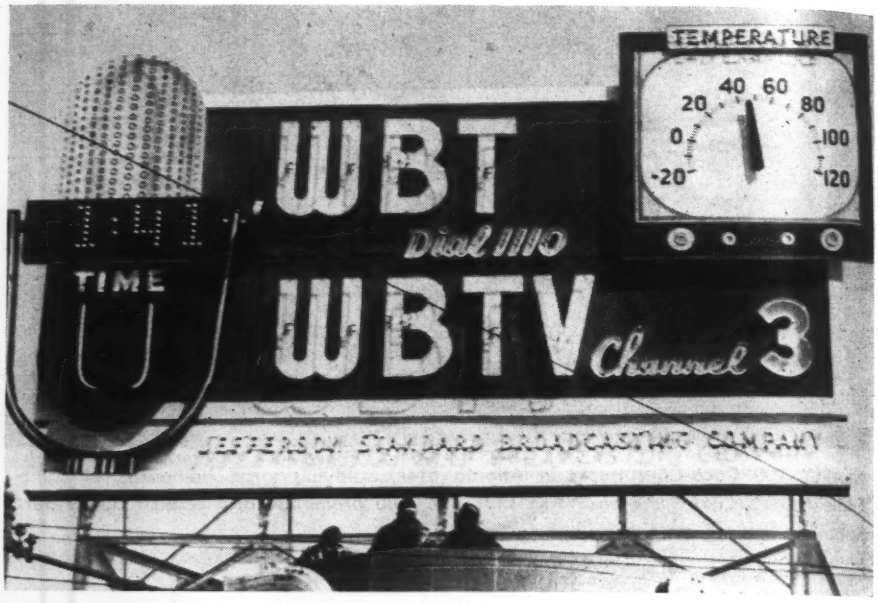
A FOLDER distributed last week by Radio Advertising Bureau to members contains a reminder to political campaigners of the important role radio plays in politics.

Titled "Congressmen Really Are Like People," the folder describes an episode at a House subcommittee meeting on Feb. 23, when Rep. F. Edward Hebert (D-La.) suddenly declared that President Eisenhower had announced his intention of running for re-election. Other subcommittee members were surprised that Rep. Hebert, without any visible means of receiving the information, had learned of the development. It turned out that the congressman was listening to a transistor radio with a hearing-aid-type earphone.

RAB concludes it is reasonable that at least one radio should turn up in House committee rooms, since there are more than twice as many radios in the U. S., as there were votes cast in the last national election.

UAW 20TH BIRTHDAY TELECAST

UNITED AUTOMOBILE WORKERS, through Henry J. Kaufman & Assoc., Washington, D. C., will sponsor a special dramatic and musical telecast to mark its 20th anniversary June 10 on NBC-TV (3:30-4 p.m. EDT). It marks the UAW's first such national tv venture. The telecast will originate in New York, replacing the regularly scheduled *Zoo Parade*.



NEW weather and time sign in downtown Charlotte, N. C., was set up by Jefferson Standard Broadcasting Co.'s WBT and WBTV (TV). The sign contains red, blue and orange neon lights and creates 300,000 daily impressions on motorists and pedestrians, according to the Charlotte Traffic Bureau.

WAVE-AM-TV PROMOTE PRIMARY

TO help a ballot-conscious public keep tabs on the Kentucky primary vote, WAVE-AM-TV Louisville provided audiences with tally sheets listing precincts, candidates and spaces to enter returns as they came in over WAVE radio and television. The promotion piece also listed times and sponsorship of WAVE-AM-TV's extensive coverage of the primary vote.

WLOS-TV ACTS ON ABC-TV ADS

NOT stopping at mere transmission of the ABC-TV Lawrence Welk weekly Dodge show, WLOS-TV Asheville, N. C., has been looking and listening too. Evidence: two new four-wheel drive Dodge power wagons, used by the station to negotiate the five-mile daily trip up the side of Mt. Pisgah to the transmitter.

WHEN-TV TELEVISES ORDINATION

ROMAN Catholic ordination into the priesthood was telecast for the second time in two years May 20 by WHEN-TV Syracuse, the station reported last week. The special, two-hour ceremony originated from Syracuse's Cathedral of the Immaculate Conception.

NEW WAR STORY ON ABC-TV

A NEW half-hour adventure film series, *Combat Sergeant*, will be launched on ABC-TV on June 29 (Fri., 8-8:30 p.m. EDT). The series, centering around the battle for control of North Africa during World War II, was produced by Jack Skirball for National Telefilm Assoc., N. Y., and stars tv and motion picture actor Michael Thomas.

DR. GALLUP FEATURED ON NBC

DR. George Gallup, founder and director of the American Institute of Public Opinion, is appearing on NBC radio and television programs this spring and summer interpreting the polls and background of political opinion surveys made during the pre-convention and campaign periods.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6. D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

- ☐ 52 weekly issues of BROADCASTING • TELECASTING $7.00
- ☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and TELECASTING Yearbook-Marketbook 9.00
- ☐ 52 weekly issues and both Yearbook-Marketbooks 11.00

☐ Enclosed ☐ Bill

name *title/position*

company name

address

city *zone* *state*

Please send to home address — —

AIR MAIL SERVICE AVAILABLE ON ALL SUBSCRIPTIONS AT POSTAGE COST. WEST COAST SUBSCRIBERS ADD $41.60 TO ANNUAL SUBSCRIPTION RATE. COST TO OTHER LOCALITIES ON REQUEST.

LADIES' MAN

LADIES' Day at Hills Dept. Store, Milwaukee, proved such a resounding financial success it will be repeated next year—thanks to an unusual broadcast gimmick. John Michaels, WOKY Milwaukee, was the only male permitted to remain in the store for the one-day event, as all other men were escorted from the store—including male employes and the manager himself. Mr. Michaels made himself useful by offering gifts and refreshments and announcing on-the-spot price slashes by lady department heads on the public address system. A check of the cash register at day's end prompted Store Mgr. Nat Zimmerman to request Mr. Michael's return in 1957.

Station Authorizations, Applications

(As Compiled by B • T)

May 31 through June 6

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary Through June 6

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,853	2,857	242	398	112
Fm	531	536	46	27	1

FCC Commercial Station Authorizations
As of April 30, 1956*

	Am	Fm	Tv
Licensed (all on air)	2,844	520	175
Cps on air	28	14	314
Cps not on air	118	13	114
Total on air	2,872	534	489
Total authorized	2,990	547	603
Applications in hearing	157	2	131
New station requests	275	6	29
New station bids in hearing	101	0	96
Facilities change requests	141	5	31
Total applications pending	872	54	288
Licenses deleted in April	1	3	0
Cps deleted in April	0	0	0

* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am-Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary Through June 6

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	359	93	452[1]
Noncom. Educational	15	5	20[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	320	312	632[1]
Noncom. Educational	21	19	40[2]

Applications filed since April 14, 1952:

(When FCC ended Sept. 28, 1948-April 14, 1952 freeze on tv processing)

	New	Amend.	Vhf	Uhf	Total
Commercial	999	337	782	554	1,337[3]
Noncom. Educ.	61		34	27	61[4]
Total	1,060	337	816	581	1,398[5]

[1] 168 cps (32 vhf, 136 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 642 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

ACTIONS BY FCC

Brownwood, Tex.—Brownwood Television Co. granted uhf ch. 19 (500-506 mc); ERP .645 kw vis., .323 kw aur.; ant. height above average terrain 307 ft., above ground 310 ft. Estimated construction cost $67,635, first year operating cost $84,000, revenue $120,000. Post office address 911 St. Joseph St., Dorchester Apts., Dallas, Tex. Studio and trans. location Brownwood. Geographic coordinates 31° 42′ 10″ N. Lat., 98° 59′ 37″ W. Long. Trans. Continental Electronics, ant. Electron Labs. Legal counsel McKenna & Wilkinson, Washington, D. C. Consulting engineer Commercial Electronics Corp., Dallas. Sole owner is **O. L. Nelms**, realtor, and applicant for new tv at Victoria, Tex., and holder of cp for new tv at Flagstaff, Ariz. Granted June 6.

Portsmouth, Va. — Portsmouth Radio Corp. (WSAP) granted vhf ch. 10 (192-198 mc); ERP 316 kw vis., 189.6 kw aur.; ant. height above average terrain 1,000 ft., above ground 1,026 ft. Estimated construction cost $685,656, first year operating cost $700,000, revenue $700,000. Post office address 205 Professional Bldg., Portsmouth. Studio location to be determined. Trans. location Kings Hwy., Drivers, Va. Geographic coordinates 36° 49′ 13″ N. Lat., 76° 30′ 25″ W. Long. Trans. and ant. RCA. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. D. Ring & Assoc., Washington. Principals include Pres. **C. J. Duke Jr.** (5.4%), member of board of trustees of Endowment Assn. of College of Willam & Mary; Vice Pres. **George T. McLean** (5.4%), auto dealer, real estate, and building contractor; and Secy.-Treas. **Henry Clay Hofheimer** (14.7%), real estate and construction. There are 23 other stockholders of local professional and business men. Granted May 29.

Milwaukee, Wis.—Milwaukee Board of Vocational and Adult Education granted vhf ch. 10; ERP 107 kw vis., 64.6 kw aur., ant. 370 ft. Post office address % William F. Rasche, Dir., 1015 N. Sixth St., Milwaukee. Station is for non-commercial educational purposes. This is 41st educational tv grant. Granted June 6.

APPLICATIONS

Williston, N. D.—Meyer Bestg. Co., vhf ch. 8 (180-186 mc); ERP 94.8 kw vis., 50.9 kw aur.; ant. height above average terrain 1,058 ft., above ground 874 ft. Estimated construction cost $333,280, first year operating cost $90,000, revenue $96,000. Post office address 200½ Fourth St., Bismarck, N. D. Studio location 10 miles west of Williston. Trans. location 10 miles west of Williston. Geographic coordinates 48° 08′ 02″ N. Lat., 103° 51′ 36″ W. Long. Trans. and ant. GE. Legal counsel Hogan & Hartson, Washington. Consulting engineer George C. Davis, Washington. Applicant is licensee of **KFYR-AM-TV Bismarck, N. D.**, and is permittee of **KMOT (TV) Minot, N. D.** Principals are Pres. **Etta Hoskins Meyer** (50%); **Etta Hoskins Meyer as trustee of Marietta M. Ekberg Trust** (42.7%); and Vice Pres. **F. B. Fitzsimmonds** (5.3%). Filed May 31.

San Angelo, Tex.—Jane A. Roberts, vhf ch. 3 (60-66 mc); ERP 25.3 kw vis., 13.6 kw aur.; ant. height above average terrain 164 ft., above ground 253 ft. Estimated construction cost $57,000, first year operating cost $104,000, revenue $125,000. Post office address 909 Michigan Ave., Farmington, Mo. Studio location San Angelo. Trans. location San Angelo. Geographic coordinates 31° 27′ 39″ N. Lat., 100° 26′ 19″ W. Long. Trans. and ant. RCA. Consulting engineer Ralph J. Bitzer, St. Louis, Mo. Mrs. Roberts owns and operates following stations in conjunction with her husband Cecil W. Roberts: **KREL Farmington, Mo., KCHI Chillicothe, Mo., KBIA Columbia, Mo., KCRB Chanute, Kan., WINI Murphysboro, Ill.** Filed June 6.

Mayaguez, P. R.—Dept. of Education of Puerto Rico, vhf ch. 3 (60-66 mc); ERP 29.4 kw vis., 14.7 kw aur.; ant. height above average terrain 693 ft., above ground 303 ft. Estimated construction cost $300,000, first year operating cost $80,000. Post office address % Mariano Villaronga, Secy. of Education, San Juan, P. R. Studio location Mayaguez. Trans. location 1.7 miles southeast of Cabo Rojo Town, Llanos Tuna Barrio. Geographic coordinates 18° 04′ 11″ N. Lat., 67° 18′ 03″ W. Long. Trans. and ant. GE. Legal counsel Arnold, Fortas & Porter, Washington. Consulting engineer A. Earl Cullum Jr., Dallas. Applicant is licensee of **WIPR-AM-TV San Juan**, and has application pending for ch. 7 in Ponce, P. R. Filed June 4.

Existing Tv Stations . . .

ACTIONS BY FCC

WNEM-TV Bay City, Mich.—Granted application to move trans. and ant. approximately 100 yds.; increase ant. height to 1,000 ft.; change type ant., and make other equipment changes. Granted June 6.

WJIM-TV Lansing, Mich.—Granted mod. of cp to make slight ant. changes. Granted May 31.

KOOK-TV Billings, Mont.—Granted mod. of cp to change ERP to 100 kw vis., 50 kw aur., and make other equipment changes. Granted May 28.

WHEN-TV Syracuse, N. Y.—Granted mod. of cp to change ERP to 316 kw vis., 195 kw aur., and make other equipment changes. Granted May 31.

KLAS-TV Las Vegas, Nev.—Granted cp to change ERP to 55 kw vis., 27.5 kw aur., and make other equipment changes. Granted May 29.

WTVD (TV) Durham, N. C.—Granted cp to replace expired cp which authorized new tv. Granted May 28.

WCYB-TV Bristol, Va.—Granted mod. of cp to change ERP to 70.8 kw vis., 42.7 kw aur.; change type ant., and make other equipment changes. Ant.: 2,220 ft. Granted May 31.

KUAM-TV Agana, Guam—Granted mod. of cp to change ERP to .436 kw vis., .219 kw aur., and make ant. and other equipment changes. Granted May 31.

APPLICATIONS

WEHT (TV) Henderson, Ky.—Seeks mod. of cp (which authorized new tv) to change ERP to 155.6 kw vis., 83.95 kw aur., and make other equipment changes. Filed May 31.

KSWM-TV Joplin, Mo.—Seeks cp to make changes in facilities of existing tv: change ERP to 316 kw vis., 172 kw aur.; install DA system, and make other equipment changes. Filed June 6.

KDLO-TV Florence, S. D.—Seeks mod. of cp to change studio location "to be determined," Florence; change ERP to 100 kw vis., 60 kw aur., and make other equipment changes. Filed June 4.

KGMB-TV Honolulu, Hawaii—Seeks cp to make changes in existing tv: change ERP to 74.3 kw vis., 44.7 kw aur., and install DA. Requested waiver of Sec. 3.614 (b) of Rules. Filed June 6.

CALL LETTERS ASSIGNED

KILT (TV) El Paso, Tex.—McLendon Investment Corp., ch. 13. Changed from KOKE (TV).

KULA-TV Honolulu, Hawaii—Television Corp. of America, ch. 4. NOT changed to KTCA (TV).

New Am Stations . . .

ACTIONS BY FCC

De Land, Fla.—De Land Broadcasters Inc. granted 1310 kc, 1 kw D. Post office address P. O. Box 101, Douglas, Ga. Estimated construction cost $17,050, first year operating cost $48,000, revenue $60,000. Principals include: Pres. **W. H. Martin** (16%), 52% owner of **WMEN Tallahassee, Fla.**, and 96.6% owner of applicant seeking new am in Lakeland, Fla.; Vice Pres. **C. A. Martin** (18%), insurance firm district manager; and Secy.-Treas. **B. F. J. Timm** (50%), 75% owner

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of **WMFS Chattanooga, Tenn,** sole owner of **WDMG Douglas,** and 45% owner of WMEN. Granted June 6.

Jacksonville, Fla.—Joseph M. Ripley Inc.'s application seeking cp for new am to be operated on 550 kc, 1 kw D, reinstated. Announced June 4.

Santa Rosa, N. M.—Santa Rosa Bcstg. Co.'s application seeking cp for new am to be operated on 1050 kc, 1 kw D, dismissed per Sec. 1.381 of Rules. Action June 5.

Clinton, S. C.—Clinton Bcstg. Co. granted 1410 kc, 500 w D. Post office address Rt. 1, Greenville, S. C. Estimated construction cost $11,520, first year operating cost $30,000, revenue $59,000. Principals are: **Virginia S. Greer** (34%), housewife; **J. T. Presson** (20%), engineer-announcer **WELP Easley, S. C.**; **H. E. Payne** (20%), feed store owner; **Cleatus O. Brazzell** (13%), commercial and gen. mgr. of WELP; and **Henry O. McDonald Jr.** (13%), chief engineer-announcer of WELP. Granted June 6.

Leesburg, Va.—Richard Field Lewis Jr. granted 1290 kc, 1 kw D. Post office address P. O. Drawer 605, Winchester, Va. Estimated construction cost $29,950, first year operating cost $50,000, revenue $60,000. Mr. Lewis is 60% owner of **WFVA Fredericksburg, Va.,** and sole owner of **WINC-WRFL (FM) Winchester,** and **WSIG Mt. Jackson,** both Va., **WHYL Carlisle** and **WAYZ Waynesboro,** both Pa., and **WELD Fisher, W. Va.** Granted June 6.

APPLICATIONS

Santa Rosa, Calif.—Santa Rosa Bcstg. Co., 1150 kc, 1 kw D. Post office address % B. Floyd Farr, Hotel De Anza, San Jose 3, Calif. Estimated construction cost $16,900, first year operating cost $45,000, revenue $55,000. Principals include **B. Floyd Farr** (30%), general-mgr.-20% owner of **KEEN San Jose; George Snell** (30%), program-mgr.-20% owner of KEEN; **Edward W. McCleary** (30%), evening technical dir. at **KSL-TV Salt Lake City, Utah;** and **Robert J. Blum** (10%), sales and sports dir. at KEEN. Filed June 6.

Key West, Fla.—Florida Keys Bcstg. Corp., 1500 kc, 250 w unl. Post office address 922 Eisenhower Dr., Key West. Estimated construction cost $49,638.53, first year operating cost $70,000, revenue $80,000. Principals include 10 stockholders, each holding 10%. They are: **J. M. Fernandez Jr., Dr. Edward Gonzalez, Dr. Lawrence B. Riggs Jr., Ygnacio Carbonell, F. J. Evans, H. E. Day, Merrie R. Warfield, William H. Kroll, Mrs. Sylvia G. Artman, Dr. F. S. Carbonell.** Filed May 25.

Bastrop, La.—Bastrop Bcstg. Co., 990 kc, 250 w D. Post office address % Willis G. Newcomer, P. O. Box 472, Bastrop. Estimated construction cost $14,763.25, first year operating cost $36,000, revenue $50,000. Principals are equal partners **George H. Goodwin,** motion picture theatre interests; and **Willis G. Newcomer,** real estate and automobile interests. Filed May 31.

Houghton-Hancock, Mich.—Cooper Country Bcstg. Co., 920 kc, 1 kw D. Post office address Box 147, Hancock. Estimated construction cost $22,112, first year operating cost $42,500, revenue $48,000. Principals are equal partners Pres. **Ben D. Miller,** retail clothing interests; Vice Pres. **Clifford F. Paulson,** plate and glass interests; and Secy.-Treas. **Francis S. Locatelli,** mgr. of **WTTH Port Huron, Mich.** Filed June 5.

Lansing, Mich.—Capitol Bcstg. Co., 730 kc, 500 w unl. Post office address 403 Capitol Savings & Loan Bldg., Lansing. Estimated construction cost $66,947.76, first year operating cost $100,000, revenue $125,000. Principals include **David D. Letts** (6.25%); **Meissner O. Ural** (12.5%); **James J. Simons** (6.25%); **Roger S. Underhill** (35%); **Albin J. Wendrow** (6.25%); and others, none holding over 3.75%. Filed May 29.

Laurel, Miss.—Voice of the New South, 1260 kc, 1 kw D. Post office address P. O. Box 1511, Meridian, Miss. Estimated construction cost $15,704.76, first year operating cost $42,000, revenue $48,000. Principals are equal partners **Frank E. Holladay,** commercial manager of **WMOX Meridian,** pres.-25% owner of **WLSM Louisville, Miss.,** vice pres.-25% owner of **WCLD Cleveland, Miss.;** and **Joseph W. Carson,** manager of WMOX, vice pres.-25% owner of WLSM and pres.-25% owner of WCLD. Filed June 5.

Kearney, Neb.—E. M. Gallemore, 1460 kc, 5 kw D. Post office address 3303 "F" Ave., Kearney. Estimated construction cost $19,000, first year operating cost $32,000, revenue $60,000. Mr. Gallemore holds construction interests. Filed May 31.

Medford, Ore.—K. C. Laurance, 800 kc, 1 kw D. Post office address Rt. #1, Box 293, Medford. Estimated construction cost $13,000, first year operating cost $42,000, revenue $50,000. Mr. Laurance holds realty interests. Filed June 4.

Wakefield, R. I.—South County Bcstg. Co., 1370 kc, 500 w D. Post office address 25 Seventh St., Providence 6, R. I. Estimated construction cost $8,598.49, first year operating cost $18,000, revenue $24,000. Principal is sole owner **Jack C. Salera,** 32% owner of **WNRI Woonsocket, R. I.,** and 47.5% owner of Neighborly Bcstg. Co., applicant for new am at Cranston, R. I. Filed June 6.

Stanton, Tex.—John Jack Bentley, 1600 kc, 1 kw D. Post office address 104 St. Peter, Stanton. Estimated construction cost $10,440, first year operating cost $20,000, revenue $22,000. Mr. Bentley holds furniture interests. Filed May 31.

APPLICATIONS AMENDED

Little Rock, Ark.—Ebony Radio's application seeking cp for new am to be operated on 1440 kc, 1 kw D, amended to change trans. location to east side of Arch St., (Hwy. #167), at city limits, Little Rock, and increase ant. height. Amended June 6.

Golden, Colo.—Golden Radio Inc.'s application seeking cp for new am to be operated on 1250 kc, 1 kw D, amended to make changes in DA system. Amended June 6.

Pocatello, Idaho—J. Ronald Bayton's application seeking cp for new am to be operated on 690 kc, 1 kw D, amended to make changes in ground system. Amended June 5.

Aberdeen, Md.—Harford County Bcstg. Co's application seeking cp for new am to be operated on 970 kc, 500 w D, amended to make changes in DA system. Amended June 5.

Existing Am Stations . . .

ACTIONS BY FCC

KRDG Redding, Calif.—Application seeking mod. of cp (which authorized new am) to re-describe studio location and extend completion date to 30 days after grant, returned. (Unnecessary.) Action June 4.

WDLA Walton, N. Y.—Granted permission to sign-off at 6 p.m., EST, during June through August, except when broadcasting special events. Granted May 29.

WSAJ Grove City, Pa.—Granted permission to remain silent beginning June 9 and ending Sept. 22, in observance of college summer recess. Action May 29.

WPFD Darlington, S. C.—Granted increase of power from 500 w to 1 kw; trans. to be operated by remote control from main studio site. Granted June 6.

CALL LETTERS ASSIGNED

KRAK Stockton, Calif.—Golden Valley Bcstg. Co., 1140 kc, 5 kw. Changed from KGDM.

KNDY Marysville, Kan.—Marshall Transmitter Inc., 1570 kc, 250 w.

WTCO Campbellsville, Ky.—Taylor County Bcstg. Co., 1450 kc, 250 w. Changed from WLCK.

WLOC Munfordville, Ky.—South Central Kentucky Bcstg. Co., 1150 kc, 1 kw. Changed from WTCO.

KLLA Leesville, La.—Leesville Bcstg. Co., 1570 kc, 250 w.

KALV Alva, Okla.—Aubrey D. Conrow, 1430 kc, 500 w.

WYSR Franklin, Va.—S. L. Goodman, 1570 kc, 250 w.

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Washington Bldg. Sterling 3-4341-2	Healy Bldg. Jackson 5-1576-7	Tribune Tower Delaware 7-2755-6	111 Sutter St. Exbrook 2-5671-2

KORD Pasco, Wash.—Music Broadcasters, 910 kc, 500 w. Changed from **KIDY.**

APPLICATIONS

WHRT Hartselle, Ala.—Seeks mod. of cp (which authorized new am) to specify ant.-trans. and studio location as Intersection of Old Hwy. #31 & Longhorn Pass, and make changes in ant. system. Filed June 4.

WJVA South Bend, Ind.—Seeks authority to determine operating power by direct measurement of ant. power. Filed May 31.

WNAX Grand Rapids, Mich.—Seeks mod. of cp (which authorized increase in power) to make changes in ant. system. Filed June 4.

WHGR Houghton Lake, Mich.—Seeks cp to increase power from 1 kw to 5 kw. Filed May 31.

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to increase power from 250 w to 1 kw. Filed June 6.

WKBC North Wilkesboro, N. C.—Seeks cp to change ant.-trans. location and makes changes in ground system. Filed June 6.

KOHU Hermiston, Ore.—Seeks cp to change frequency from 1570 kc to 900 kc. Filed May 31.

WHYL Carlisle, Pa.—Seeks cp to increase power from 1 kw to 5 kw; install DA, and make changes in ant. system. Filed June 4.

KNAF Fredericksburg, Tex.—Seeks cp to change frequency from 1340 kc to 910 kc; increase power from 250 w to 1 kw; change hours from unl. to D., and make changes in ant. and ground system. Filed June 6.

WCLA Petersburg, Va.—Seeks cp to increase power from 1 kw to 5 kw. Filed June 6.

KANI Kaneohe, Oahu, Hawaii—Seeks cp to change frequency from 1150 kc to 1240 kc; change power from 1 kw to 250 w; change from DA-1 to NON-DA; change trans. and studio locations to Kailua, Hawaii, and change station location to Kailua, Oahu, Hawaii. Filed June 4.

New Fm Stations . . .

ACTIONS BY FCC

Allocations—FCC amended its fm allocation plan, effective immediately, by adding ch. 223 to Toledo, Ohio, and substituting ch. 231 for 222 in Summit Township, Mich. Action June 6.

Evansville, Ind.—School City of Evansville's application seeking cp for new educational fm, returned. (Improperly dated.) Action June 4.

Royal Oak, Mich.—The School District of Royal Oak's application seeking cp for new educational fm, returned. (Improperly dated.) Action June 5.

APPLICATIONS

Evansville, Ind.—School City of Evansville, 91.1 mc., ch. 216. Post office address 200 N. W. Seventh St., Evansville 8. Estimated construction cost $13,140, first year operating cost $1,300. Station is for non-commercial educational purposes. Filed June 6.

Royal Oak, Mich.—The School District of Royal Oak, 89.3 mc. Post office address % James L. Mead, 709 N. Washington, Royal Oak. Estimated construction cost $4,200, first year operating cost $800. Station is for non-commercial educational purposes. Filed May 29.

Minneapolis, Minn.—WLOL-FM Corp., 97.1 mc, 18 kw. Post office address 554 Northwestern Bank Bldg., Minneapolis 2. Estimated construction cost $9,500, first year operating cost $17,000, revenue $24,000. Applicant is 100% owned by BFR Bcstg. Corp., licensee of **WLOL-FM Minneapolis,** and 10% owner of **WRFW Eau Claire, Wis.** Filed June 6.

Existing FM Stations . . .

ACTIONS BY FCC

WBCM-FM Bay City, Mich.—Granted request to cancel license of fm station and delete call letters. Action May 31.

WMUZ (FM) Detroit, Mich.—Granted cp to change ERP to 19.5 kw; change ant. height to 180 ft.; change power to 3 kw, and make ant. changes. Granted May 31.

CALL LETTERS ASSIGNED

KXLU (FM) Los Angeles, Calif.—Loyola U. of Los Angeles, 8.87 mc.

KOKE (FM) San Antonio, Calif.—Sunshine Bcstg. Co., 101.5 mc. Changed from KTSA-FM.

APPLICATIONS

KWFM (FM) Minneapolis, Minn.—Seeks mod. of cp (which authorized new fm) to change ERP to 10.5 kw; change ant. height above average terrain to 70 ft., and change ant. system. Filed June 5.

KHFM (FM) Albuquerque, N. M.—Seeks cp to make changes in licensed station: change ERP to 1.45 kw; change ant. height above average terrain to minus 11 ft., and change trans. and studio location to Valencia & Domingo Rds., Albuquerque. Filed June 5.

Ownership Changes . . .

ACTIONS BY FCC

WATM Atmore, Ala.—Application seeking assignment of license to Southland Bcstg. Co., returned. (Filed on wrong form.) Action June 4.

WHIE Griffin Ga.—Granted assignment of li-

cense to Gateway Broadcasters Inc. for $90,000, including liabilities of $10,235.83. Principal is 100% owner **John A. Boling**, owner of **WHBO Tampa, Fla.** Granted June 6.

WJBC-AM-FM Bloomington, Ill.—Granted transfer of control to **Leslie C. Johnson** for $75,000. Mr. Johnson, vice pres.-25% stockholder of **WHBF-AM-FM-TV Rock Island, Ill.**, will receive 50% interest. Granted June 6.

KGNO Dodge City, Kan.—Granted transfer of control to **Juliet Denious**, co-executor of estate of **J. C. Denious**, deceased. Granted June 6.

KNIM Maryville, Mo.—Granted assignment of license to KNIM Inc. for $47,500. Principals are Pres. **Leslie P. Ware** (96%), pres.-principal stockholder of **KLPW Union, Mo.**, partner of **KGHM Brookfield, Mo.**; Vice Pres. **C. Willard Max** (2%), vice pres.-minority stockholder of KLPW; and Secy.-Treas. **Ruth A. Ware** (2%), secy.-treas.-minority stockholder of KLPW. Granted June 6.

WQMC (TV) Charlotte, N. C.—Application seeking assignment of cp from Winfred R. Ervin, receiver, to Hugh A. Deadwyler, returned. (Filed on wrong form.) Action June 6.

KAKC Tulsa, Okla.—Granted transfer of control to **Lester Kamin** for $115,000 in cash and assumption of liabilities. Mr. Kamin is owner of Kamin Adv. Agency, Houston, Tex., pres.-20.5% stockholder of Southland Bcstg. Co., licensee of **WMRY New Orleans** and **KCIJ Shreveport, La.**, pres.-33.3% stockholder of CKG Television Co., permittee of **WCKG (TV) New Orleans.**

KQV Pittsburgh, Pa.—Granted transfer of control from Earl F. Reed, voting trustee, to same plus **Erwin D. Wolf Jr.**, as voting trustees; stock transaction. Granted June 6.

WSEV Sevierville, Tenn.—Granted transfer of control of 175 shares of stock of licensee corporation to **James E. McAfee** for $63,000. Mr. McAfee holds trucking and tourist court interests. Granted June 6.

KHEM Big Spring, Tex.—Application seeking assignment of cp to Elm Bcstg. Corp., returned. (Filed on wrong form.) Action June 6.

KFST Fort Stockton, Tex.—Granted assignment of license to KFST Inc. Sole owner **George Baker** is transferring 2% interest to his wife **Emily Baker** and 2% to his son **Frank K. Baker.** Granted May 29.

KCBD Lubbock, Tex.—Granted assignment of license to Bryant Radio & Television Inc. for $110,000. Bryant Radio & Television is owner of **KCBD-TV Lubbock.** Principal owners are **Caprock Bcstg. Co.** (65%), licensee of KCBD, and **J. D. Leftwich** (20%), business interests. Granted June 6.

KWNW Wenatchee, Wash.—Granted assignment to Wenatchee Broadcasters. Assignment is to provide **E. M. Stires**, employee of station, with opportunity to obtain 20% interest for $15,000. This is financial interest only, not a voice in management. Granted June 6.

APPLICATIONS

KOCS, KEDO-FM Ontario, Calif.—Seek assignment of license to The Daily Report Co. Corporate change. Principals now will be **Jerene Appleby Harnish** (52%); **Carlton R. Appleby** (22%); **Andrew B. Appleby** (13%); **Walter W. Axley** (5%); **James Quay House** (3%); **Ernest H. Atkinson** (2%); **Philip A. Sawyer** (2%); and **Rolph Fairchild** (1%). Filed June 5.

WNHC-AM-FM-TV New Haven, Conn.—Seek transfer of control to Triangle Publications Inc., Radio & Tv Div., for $5.4 million. Triangle's Radio and Tv Division is licensee of **WFIL-AM-FM-TV Philadelphia, Pa., WNBF-AM-FM-TV Binghamton, N. Y.**, and **WFBG-AM-TV Altoona, Pa.** Filed June 4.

WAAG Adel, Ga.—Seeks transfer of control to Cook County Bcstg. Co. Transfer is to show addition of new partner, **M. H. Shepherd**, who is buying 15% from 30% owner **Robert A. Davis.** Principles will be **W. M. Forshee** (70%), **Robert A. Davis** (15%), and **M. H. Shepherd** (15%). Filed June 1.

WMGE Madison, Ga.—Seeks assignment of license to Dairyland Bcstg. Co. for $25,000 plus assumption of $9,700 debts. Principals are **W. C. Woodall Jr.** (40%), mgr.-50% owner of **WDWD Dawson, Ga.**, vice pres.-25% owner of **WGRA Cairo, Ga.**, vice pres.-14% owner of **WFPM Fort Valley, Ga.**, pres.-33.3% owner of **WIMO Winder, Ga.**, pres.-50% owner of **WGSW Greenwood, S. C.**, and vice pres.-25% owner of applicant for new am in Manchester, Ga.; **Mrs. O. G. Swindle Sr.** (40%), vice pres.-33.3% owner of WIMO and vice pres.-16.6% owner of WGSW; **O. G. Swindle Jr.** (10%); **C. P. Raybon** (5%); and **W. R. Foster** (5%). Filed May 31.

KORN Mitchell, S. C.—Seeks assignment of license to Mitchell Bcstg. Assn. Corporate change. Filed June 4.

WMES Union City, Tenn.—Seeks assignment of cp to Obion County Bcstg. Co. for $1.00 plus other valuable considerations. Principals are equal partners **Joseph H. Harpole**, dentist; and **William H. Parks**, farm owner and operator. Filed June 6.

KLYN Amarillo, Tex.—Seeks assignment of license to **Kenyon Brown** for $20,000. Mr. Brown is owner of **KWFT Wichita Falls, Tex.**, 20% owner of **KGLC Miami, Okla.**, 49% owner of **KBYE Oklahoma City, Okla.**, pres.-25% owner of **KFEQ-AM-TV St. Joseph, Mo.**, and holds 50% partnership interest in **KANS Wichita, Kan.** Filed May 31.

KERV Kerrville, Tex.—Seeks transfer of control to **Arthur G. Rodgers.** Mr. Rodgers, 50% owner, is buying out other 25% owners **Hal Peterson**, and **Hal & Charlie Peterson Foundation** for $7,500 each. Filed June 6.

KOSA-TV Odessa, Tex.—Seeks transfer of control of permittee corporation to **Cecil L. Trigg, Brooks L. Harman** and **William B. Stowe. Cecil Mills**, 50% owner, is dropping out of corporation. Consideration is $20,000 plus assumption of all Mills' obligation to secure or wherein he has secured ½ of line of credit in amount of $170,000 made available by Jack C. Vaughn to Odessa Tv Co., other 50% owner of station, and to assume Cecil Mills' obligations to secure generally ½ of all other and further obligations of joint venture. Principals will be **Cecil L. Trigg** (80%), **Brooks L. Harman** (10%), and **William B. Stowe** (10%), all present owners of Odessa Tv Co. Filed June 4.

WHTN-AM-FM-TV Huntington, W. Va.—Seek assignment of license to Cowles Bcstg. Co. for $535,000 plus assumption of $100,000 debt. Cowles is 60% owner of **KRNT-TV Des Moines, Iowa**, is licensee of **WNAX Yankton, S. D.**, and is permittee of **KRNT Des Moines**, and **KVTV Sioux City, Iowa.** Filed June 4.

Hearing Cases . . .

FINAL DECISIONS

Herkimer, N. Y.; New Bedford, Mass.; Pittsfield, Mass.—FCC gave notice that, since no exceptions were filed to Initial Decision which looked toward grant of applications of (1) Radio Herkimer for new am to operate on 1420 kc, 1 kw, in Herkimer, N. Y.; (2) Bay State Broadcasting Co. to change facilities of station **WBSM New Bedford, Mass.**, from 1230 kc, 100 w unl., to 1420 kc, 1 kw unl. and (3) Western Massachusetts Bcstg. Co. to change facilities of station **WBEC Pittsfield, Mass.**, from 1490 kc, 250 w unl., to 1420 kc, 1 kw unl., and Commission has not ordered review of Initial Decision on its own motion, Inital Decision became effective June 4. Announced June 6.

Portsmouth, Va.—FCC granted Portsmouth Radio Corp. cp for new tv to operate on ch. 10 in Portsmouth, and denied competing application of Beachview Bcstg. Corp., Norfolk, Va. Action May 31.

INITIAL DECISIONS

American Bcstg.-Paramount Theatres Inc.—Hearing Examiner Herbert Sharfman issued Initial Decision looking toward (1) setting aside Commission stay order of Jan 23, and (2) affirming and reinstating Nov. 23, 1955, grant to American Bcstg.-Paramount Theatres Inc., for permit to locate, use or maintain broadcast studio or other place or apparatus in U. S. for production of programs to be transmitted or delivered to station **XETV (TV) Tijuana, Mexico.** (Effective date of Nov. 23 grant was stayed pending hearing protests by **KFMB-AM-TV** and **KFSD-TV San Diego, Calif.**) Action June 6.

WOI Ames, Iowa—Hearing Examiner H. Gifford Irion issued Initial Decision looking toward grant of application of Iowa State College of Agriculture and Mechanic Arts for special service authorization to operate WOI additional hours from 6 a.m. to local sunrise CST with 1 kw for duration of current regular license period. WOI is licensed to operate on 640 kc, 5 kw D. Action May 31.

Biloxi, Miss.—Hearing Examiner J. D. Bond issued Second Initial Decision looking toward grant of application of Radio Associates Inc., for new tv to operate on ch. 13 in Biloxi, and denial of competing application of WLOX Bcstg. Co. Action June 5.

OTHER ACTIONS

Harlan, Ky.—Commission granted motion of KY-VA Bcstg. Corp. and dismissed its application for new am (WKYV) to operate on 1410 kc, 1 kw, D, in Harlan, Ky., which had been subject of protest hearing. Action June 6.

WEBB Baltimore, Md.—FCC granted petition for reconsideration and protest filed by **WKIK Leonardtown, Md.**, to extent of postponing effective date of its April 11 grant for increase in power of WEBB from 1 kw to 5 kw, pending determination in hearing on July 27; made WKIK party to proceeding. Action June 6.

WHAV Haverhill, Mass.—Commission granted petition by Broadcast Bureau to strike exceptions, brief in support thereof, request for oral argument and notice of appearance of counsel which were filed by WHAV and ordered that WHAV will not participate further in proceeding on application of Theodore Feinstein for new am to operate on 1470 kc, 500 w D, in Newburyport, Mass. Action June 6.

WJRT (TV) Flint, Mich.—FCC, on its own motion, postponed from June 5 to 2 p.m. June 18, oral argument on application for mod. of cp of WJRT (TV) (On May 24 U. S. Court of Appeals released its opinion in *W. S. Butterfield Theatres Inc., v. FCC* and *Trebit Corp. v. FCC*, with WJR intervenor, and Commission is of view that insufficient time exists for full consideration of that decision prior to June 5.) Action May 31.

Great South Bay Bcstg. Co., Islip, N. Y.; Stern Bcstg. Co. and American Family Bcstg. Co., Ridgewood, N. J.; WDVM Pocomoke City, Md.—FCC designated for consolidated hearing mutually conflicting applications requesting operation on 540 kc. (Great South Bay for new 250 w D station; Stern for new 1 kw station; American for new 500 w station; and WDVM to change from 500 w D, to 1 kw D.) Action June 6.

NARBA Notifications . . .

List of changes, proposed changes, and corrections in assignments of Mexican stations mod. appendix containing assignments of Mexican stations attached to recommendations of North American Regional Broadcasting Agreement Engineering Meeting Jan. 30, 1941.

Mexican Change List #190 **April 30, 1956**

570 Kc

XECY Camalcalco, Tabasco—1 kw D. Class III. 10/30/56.

820 Kc

XEJD Cordoba, Veracruz—(Delete assignment) 1 kw D. Class II. 4/30/56.

1300 Kc

XEYJ Nueva Rosita, Coahuila—(Change in time of operation) 1 kw unl. Class IV. 5/30/56.

Routine Roundup . . .

May 31 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Miners Bcstg. Service Inc., Ambridge, Pa.—Granted petition for extension of time to and including June 5 to file reply to exceptions of Louis Rosenberg, Tarentum, Pa., to Initial Decision issued re its am application and that of Rosenberg. Action May 28.

Broadcast Bureau—Granted petition for extension of time to and including June 4 to file pleadings in response to Petition to Enlarge Issues in proceeding re am applications of Polk Radio Inc., Lakeland, Fla., and Duane F. McConnell, Winter Haven, Fla. Action May 29.

By Chief Hearing Examiner James D. Cunningham

Charles W. Stone, Fort Lauderdale, Fla.—Granted petition for dismissal without prejudice of his am application. Action May 24.

Parker County Bcstg. Co. Weatherford, Tex.—Granted petition for dismissal without prejudice of its am application. Action May 25.

By Hearing Examiners James D. Cunningham and Jay A. Kyle

WGTH-TV Hartford, Conn.—On Hearing Examiners' own motion and with consent of all parties to proceeding for consent to assignment of cp of WGTH-TV, ordered that hearing conference is continued from May 29 to June 12. Action May 25.

By Hearing Examiner Hugh B. Hutchison

Niles, Mich.; St. Joseph, Mich.—Ordered that prehearing conference will be held June 13 re am applications of Voice of Berrien County, Niles, and Lake Broadcasters, St. Joseph, Action May 29.

By Hearing Examiner Basil P. Cooper

Port Clinton, Ohio—Issued Order controlling conduct of hearing re am application of News On The Air Inc., Port Clinton, setting forth issues and time scheduled, agreed to at May 14 prehearing conference. Action May 28.

Fresno, Calif.—Issued Order controlling Conduct of Hearing re am application of B. L. Golden, Fresno, setting forth issues and time schedule agreed to at May 18 prehearing conference. Action May 28.

WCHS-TV Charleston, W. Va.—Ordered that prehearing conference will be held May 31 re application of WCHS-TV for mod. of cp. Action May 28.

Cheboygan, Mich.—Ordered that further hearing will be held on June 12 in ch. 4 proceeding, Cheboygan, involving applications of Midwestern Bcstg. Co. and Straits Bcstg. Co. Action May 29.

By Hearing Examiner H. Gifford Irion

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Granted motion for continuance of date for commencement of hearing in ch. 16 proceeding, Coos Bay, involving its application and that of KOOS Inc., from May 31 to July 23. Action May 28.

By Hearing Examiner Annie Neal Huntting

KUIN Grants Pass, Ore.—Ordered that prehearing conference will be held on June 5 re am application of KUIN. Action May 24.

WLON Lincolnton, N. C.—Issued first statement concerning prehearing conferences and order re am application of WLON, indicating agreements and requirements which shall govern course of proceeding. Action May 24.

May 31 Applications

Accepted for Filing

License to Cover Cp

KAMO Rogers, Ark.—Seeks license to cover cp which authorized increase in power from 500 w to 1 kw.

WNIA Cheektowaga, N. Y.—Seeks license to cover cp which authorized new am.

WJMC Rice Lake, Wis.—Seeks license to cover cp which authorized mounting fm ant. on top of am tower and changes in ant. system.

Modification of Cp

KBVM Lancaster, Calif.—Seeks mod. of cp (which authorized new am) for extension of completion date.

KJEO (TV) Fresno, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 8.

Renewal of License

KRAY Amarillo, Tex.

Remote Control

WHBH New Bedford, Mass.

June 4 Applications

Accepted for Filing

Modification of Cp

KGON Oregon City, Ore.—Seeks mod. of cp (which authorized change in frequency; increase in power, and installation of DA-1) for extension of completion date.

WKVM San Juan, P. R.—Seeks mod. of cp (which authorized change in frequency; increase in power; installation of DA-1, and other changes in ant. system) for extension of completion date.

Remote Control

KHIL Fort Lupton, Colo.; WPRT Prestonsburg, Ky.; KRBO Las Vegas, Nevada; WRIV Riverhead, N. Y.

Renewal of Licenses

KRCT Baytown, Tex.; KWBU Corpus Christi, Tex.; KPRC Houston, Tex.; KVOZ Laredo, Tex.; KTAN Sherman, Tex.; KGKB Tyler, Tex.; KVWC Vernon, Tex.

June 5 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of May 31

Following were granted extensions of completion dates as shown: **WHP-TV Harrisburg, Pa.**, to 12-6-56; **KTTS-FM Springfield, Mo.**, to 7-1-56.

Following were granted authority to operate trans. by remote control: **KHIL** from 1st and Main Sts., **Fort Lupton, Colo.**; **KRBO** from Hotel Last Frontier, **Las Vegas, Nev.**; **WRIV** from 1 E. Main St., **Riverhead, N. Y.**; **WPRT** from South Lake Drive, **Prestonsburg, Ky.**

Actions of May 29

WHEE Martinsville, Va.—Granted license covering increase in power.

WEEX Easton, Pa.—Granted license for am station.

WSNT Sandersville, Ga.—Granted license for am station.

WINA Charlottesville, Va.—Granted license covering change in frequency.

KVMC Colorado City, Tex.—Granted license covering increase in power.

KEOR Enterprise, Ore.—Granted extension of completion date to 9-21-56.

Following were granted authority to operate trans. by remote control: **KAKE** from 1500 N. West St., **Wichita, Kan.**; **WNBH** from 432 County St., **New Bedford, Mass.**

Actions of May 28

KEWC-FM Cheney, Wash.—Granted license for noncommercial educational fm.

WWKS Macomb, Ill.—Granted license for noncommercial educational fm.

KMFM Mountain Park, N. M.—Granted license covering changes in licensed fm.

WTVD (TV) Durham, N. C.—Granted cp to replace expired cp which authorized new tv.

Following were granted extensions of completion dates as shown: **KGVO-TV Missoula, Mont.**, to 12-17-56; **WEAT-TV West Palm Beach, Fla.**, to 12-22-56; **KSYD-TV Wichita Falls, Tex.**, to 11-19-56; **WITV Fort Lauderdale, Fla.**, to 9-16-56.

June 5 Decisions

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Television City Inc., McKeesport, Pa.—Granted petition for extension of time to and including June 7 to file Responses to Petition of Wespen Television Inc., Irwin, Pa., to set aside Initial Decision, enlarge issues, and reopen Record in ch. 4 proceeding involving its application and that of **WCAE Wilkinsburg, Pa.**, et al. Action May 31.

By Hearing Examiners James D. Cunningham and Thomas H. Donahue

KWIC Salt Lake City, Utah—Granted petition for leave to amend its am application to specify among other things, frequency of 1570 kc in lieu of 1470 kc, with proposed power reduction from 1 kw to 500 w, and application, as amended, is returned to processing line; On Examiners' own motion, ordered that hearing herein is cancelled and that protests heretofore filed to granting of petitioner's application are dismissed as moot. Action May 31.

By Hearing Examiner Jay A. Kyle

KFNF Shenandoah, Iowa—Upon request of counsel for KFNF, and with concurrence of all parties, ordered that hearing re KFNF application for cp to change ant.-trans. location and increase ant. height be continued from June 6 to Sept. 4. Action May 31.

By Hearing Examiner Basil P. Cooper

WWCS Bremen, Ga.—Ordered that further hearing re am application of WWCS will be held on June 19; evidence to be received shall relate to issue as specified by Commission in its Order of April 11 and set forth in this Order. Action May 29.

By Hearing Examiner Hugh B. Hutchison

Broadcast Bureau—Granted petition for extension of time from June 1 to and including June 8 to file Proposed Findings and Conclusions in ch. 11 proceeding, Pittsburgh, Pa. Action June 1.

Mayaguez, P. R.—Ordered that dates fixed at prehearing conference held on May 28, in ch. 3 proceeding, Mayaguez (El Mundo Inc. and Ponce de Leon Bcstg. Co., of P. R.)—for first formal prehearing conference at 2 p.m., June 5, and for commencement of hearing at 10:00 a.m., July 9—are affirmed; no date is to be set for exchange of exhibits and for final prehearing conference until after prehearing conference on June 5. Action June 1.

By Hearing Examiner Elizabeth C. Smith

Greenville Bcstg. Corp., Greenville, Ohio—Granted petition for continuance of hearing from June 5 to Sept. 24, re its am application. Action June 1.

Federal Bcstg. System Inc., Rochester, N. Y.—Granted petition for extension of time from June 5 to June 8 to file replies to proposed findings of fact and conclusions of other parties in ch. 10 proceeding, Rochester, involving applications of **WHEC Inc.** and Veterans Bcstg. Co. Action June 4.

By Hearing Examiner H. Gifford Irion

Capitol Bcstg. Co., Montgomery, Ala.—Granted joint petition of Capitol, on behalf of themselves and all other parties except Broadcast Bureau, for extension of time from June 11 to July 31 to file proposed findings of fact and conclusions of law re tv application of **WSLA (TV) Selma, Ala.**, and from July 2 to Sept. 17 for reply findings; exchange of lists enumerating officially noted documents is dispensed with. Action May 31.

KHSL Chico, Calif.—Granted motion for continuance of hearing from June 13 to June 27, re am application of Bernard and Jobbins Bcstg. Co., Gilroy, Calif. Action May 31.

Willimantic, Conn.—Ordered prehearing conference on June 11, re am applications of Robert A. Mensel, Willimantic, **WHIL Medford, Mass.**, and The Windham Bcstg. Co., Willimantic. Action June 1.

By Hearing Examiner Annie Neal Huntting

Parma-Onondaga, Mich.—Ordered that transcript of record in ch. 10 proceeding, Parma-Onondaga, is corrected as requested by parties (Triad Television Corp., et al) and as suggested by Hearing Examiner in Appendix A to order of March 15, except for specific corrections set forth in Attachment A to order in list of requested corrections not adopted; and further ordered that record is corrected to reflect changes specified in list of additional corrections adopted as set forth in Attachment A. Action May 31.

By Commissioner John C. Doerfer

WCOC-TV Pachuta, Miss.—Granted petition for extension of time to and including June 7 to file responses to the "Appeal From Examiner's Ruling" filed by Laurel Television Co., Laurel, Miss., re applications of WCOC-TV for mod. of cp to operate on ch. 7 in Pachuta in lieu of ch. 30 in Meridian and Laurel's application for new tv to operate on ch. 7 in Laurel. Action June 4.

By Hearing Examiner H. Gifford Irion

Garden of the Gods Bcstg. Co., Manitou Springs, Colo.—Granted petition for continuance from June 4 to June 25 to exchange exhibits and from June 14 to July 2 for further hearing conference re its am application and that of Taylor Bcstg. Co., Colorado Springs, Colo. Action June 4.

June 5 Applications

Accepted for Filing

Modification of Cp

WGHF (FM) Newton, Conn.—Seeks mod. of cp (which authorized new fm) for extension of completion date.

KTTS-FM Springfield, Mo.—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

KSAN-TV San Francisco, Calif.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Dec. 22.

Remote Control

WJAX-FM Jacksonville, Fla.

Renewal of Licenses

KVMC Colorado City, Tex.; KCOH Houston, Tex.; KNUZ Houston, Tex.; KCBD Lubbock, Tex.; KSML Seminole, Tex.; KTUE Tulia, Tex.; KBEC Waxahachie, Tex.

June 6 Decisions

BROADCAST ACTIONS

By the Commission

Renewal of Licenses

Following were granted renewal of licenses on regular basis: **KFKU Lawrence, Kan.; KLKC Parsons, Kan.; WREN Topeka, Kan.; KGNO Dodge City, Kan.; KASA Elk City, Okla.; KRMS Osage Beach, Mo.; KCOW Alliance, Neb.**

June 6 Decisions

ACTIONS ON MOTIONS

By the Commission

Amendment of Part Three—On petition by Northwest Publications Inc., granted extension of time for filing reply comments from June 4 to June 18 in matter of Amendment of Part 3 of Commission's Rules and Regulations governing main studios and station identification of tv stations. Action June 4.

By Commissioner John C. Doerfer

Tri-Cities Television Corp., Bristol, Tenn.—Granted petition for extension of time to and including June 6 to file replies to oppositions to petitions for reconsideration in ch. 5 proceeding, Bristol, Va.-Tenn. Action June 5.

By Chief Hearing Examiner James D. Cunningham

Hearings—Ordered that hearings will be held in following am matters on dates shown: Booth Radio and Television Stations Inc., and Knorr Bcstg. Corp., Lansing, Mich.; Southern Geor-

(Continues on page 113)

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RADIO

Help Wanted

Managerial

Central Kentucky daytimer needs manager. First class license preferable but not absolutely necessary. Send complete resume-photo in first letter. Box 545G, B•T.

Manager or sales manager, 5kw station, medium market, located northeast. Must have strong sales ability. Wonderful opportunity right man. Give full information first letter. Box 766G, B•T.

Have opening North Carolina for combination-manager-sales manager 5kw station. Under same ownership over ten years. Send complete information first letter. Box 800G, B•T.

Assistant manager-program director-promotion director—all in one man. Top Hooper station in Capital city, Jackson, Mississippi. Race programming. This executive position open now. Live wire, intelligent, imaginative, ambitious man. We're expanding with more met stations in south. Best salaries in state. No room for clock watchers. Southerner preferred. 24-30 years. Send photo, resume in first letter. John McLendon, WOKJ, Jackson, Mississippi.

RADIO

Help Wanted—(Cont'd)

Salesmen

Experienced radio salesman for Florida 5 kw indie. Minimum 2 years radio sales experience. Must be able to produce. If you put forth average effort and satisfied with average page please do not apply. If you're a hustler and like money you'll be very pleased. Send resume and references first letter. Age limit 32. $100.00 weekly draw against 15%. Box 211G, B•T.

Immediate opening salesman highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 685G, B•T.

Announcer-salesman—heavy on sales, news, sports. Local sales manager position open. Compensation in accord with experience and ability. 5000 watt network station in southern Oregon. Box 737G, B•T.

Advertising salesmen who have been selling transcriptions or other services directly to radio or tv stations throughout the country, here is an opportunity for a permanent position with steady advancement. Large guarantee and commissions. Box 770G, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

RADIO

Help Wanted—(Cont'd)

Hawaii's highest rated, highest billing station needs two aggressive salesmen. Must have excellent records and references. Guaranteed $400 monthly draw against liberal commission. Wonderful opportunity in world's finest climate with company operating four big stations. Contact Fin Hollinger, KPOA, Honolulu.

Opportunity of a lifetime—Colorado Springs most listened to station wants young aggressive time salesman for permanent residence in country's finest climate, and one of country's top music, news independents. Top salary, and commission arrangement—real future in a fine place for a producer. Prefer a solid family man. Start immediately. Call, write or wire, Ralph Petti, Station Manager, KWBY, Colorado Springs.

Experienced, aggressive . . . radio time salesman. Guarantee plus commission. This job offers a good sound living for a man willing to work. Contact Dan Markham, Sales Manager, KOPR, Radio Butte, Montana.

Immediate opening for live wire aggressive salesman. Metropolitan market. 5000 watt fulltime station. Howard B. Hayes, WOKO, Albany, New York.

Announcers

Florida—Need top-notch pops DJ. Better than average salary with chance to sell and increase your earnings. Send short tape (non-returnable) of show, commercials and news. Box 505F, B•T.

Midwestern daytimer needs experienced staff announcer who can do a good job on a "programmed" heavily commercial schedule. Normal staff, program director and three fulltime men. Average, or slightly above average pay with opportunity to thoroughly learn good local radio from long-time radiomen. We do not need DJ or personality types, but must have good basic announcer with at least a year's experience. Send full resume with references. Tape will be requested for serious consideration. Box 570G, B•T.

Wanted—Glib DJ with sparkle and pep, bright and breezy, brisk-paced, adlib with flow and momentum, clever quips, novel record intros wanted by stations in Ill., Mich., Wisc., Upper N. Y. state, Penna. area. $125. Box 625G, B•T.

Experienced announcer wanted, with emphasis on news-special events background. Will work radio side of am-tv operation located in pleasant northern New England city. Send photo, tape audition, resume and salary requirements to Box 667G, B•T.

Announcer-salesman needed at New Mexico fulltime regional affiliate. Guaranteed salary plus commission. Box 691G, B•T.

Leading eastern indie needs top-flight morning personality for No. 1 station in market. Must have proven sales and audience pull, warm, humerous personality. Send tape, photo, resume to Box 734G, B•T.

Announcer—learn continuity, newsman. Purchase ⅓ station—$6,000 cash will handle. Box 797G, B•T.

Wanted: We are looking for an experienced announcer. Don't want a wise guy or character but a cooperative man able to get along with others and to do a good job on news, commercials and all types of shows. One thousand watt daytimer, nice town, ideal location if you are looking for permanent job and pleasant surroundings. Box 761G, B•T.

Announcer-daytime station, southwest, excellent opportunity for all-around man. Good voice essential. Box 764G, B•T.

Wanted: 2 experienced announcers, must be family men. For network station in north Louisiana. Jobs permanent to right persons. Box 805G, B•T.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Wanted . . . better than average sportscaster and staff man. Send tape, resume and references, to Ken Kendrick, KVBC, Farmington, New Mexico.

Newsman or disc jockey 1st class phone necessary. This is Wichita's No. 1 Hooperated station therefore ability must be commensurate with stations position in market. Airmail tape and personal history—Jim Setters, KWBB, P. O. Box 486, Wichita 1, Kansas.

Anouncers wanted—live in nation's top climate—work for area's number 1 music station. Only permanent, and sincere men desired. Pay is good, and commensurate with ability. Write or call Ralph Petti, Station Manager, KWBY, Colorado Springs' most listened to station.

Wanted: Announcer-first phone, also announcers with control board experience for new station, small eastern Carolina town. Send tapes, resume, photo. WBLA, Elizabethtown, N. C.

"IF"*

IF *you pride yourself on being expert at spotting "off label" songs with great potential . . .*

IF *you think Elvis Presley is the greatest thing since Daylight Saving Time and aim to prove it on the air . . .*

IF *you know the square root of Bill Haley's Social Security number, OFF-HAND . . .*

IF *you're deeply enthralled by what you hear on your headsets while you're doing your show—and if your conception of a "great" show is a soft and dreamy type . . .*

IF *you're adept at tearing 5 minute news summaries from the machine and reading them cold with no more than 5 or 6 fluffs . . .*

IF *you're more interested in getting your listings to Variety and Cash Box each week than in preparing your show . . .*

IF *you feel that you have to let "VOX JOX" know every time you have a headache . . .*

IF *you think Frank Sinatra's latest release is Ava Gardner and that Tommy Leonetti is an r & b trio . . .*

IF *you need a teleprompter to say, "Hi there folks" . . .*

IF *your answer to all of the above is in the affirmative—then stay where you are —YOU'VE FOUND A HOME.*

HOWEVER

IF none of your answers to the above were in the affirmative and *IF* you'd like to become a part of America's fastest growing radio organization—let us hear what you have to offer. We're looking for disc jockeys who are alert enough to *sound* alert on the air. *IF* you have any gimmicks, *IF* you sing along with the records, all the better. We can offer you top pay, a chance to grow along with a growing organization, many employee benefits and the benefit of the years of Mid-Continent know-how.

Send all tapes to: Todd Storz, President
Mid-Continent Broadcasting Company
Omaha 2, Nebraska

Please include brief history and return address inside tape box.

WDGY	KOWH	WHB	WTIX	WQAM*
Minneapolis-St. Paul	Omaha	Kansas City	New Orleans	Miami

***Pending FCC Approval**

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer wanted. Must have experience. Furnish complete information and salary expected first letter. WEAV, Plattsburg, N. Y.

Announcer-copywriter, advancement unlimited, in excellent market, WKLZ, Kalamazoo, Michigan.

Announcer: Strong on news and DJ. Old established midwest daytimer has a good, permanent job for you if you qualify. Send tape and personal summary. WLDS, Jacksonville, Illinois.

Wanted immediately—announcer with first class license. New station on the air soon. WMIC, Monroe, Michigan.

Top rated kilowatt independent needs staff man to replace announcer entering college. Complete resume and tapes received by WMIX, Mt. Vernon, Illinois.

An experienced combo with first would like to do some selling. $100 per week plus commissions. WWBG, Bowling Green, Ohio.

Experienced basketball play-by-play announcer-sports-writer. If you are single, high school graduate and are interested in acquiring a college degree, opportunity knocks. Send tape (will not return) photo, background, references with first reply: Ed Nall, Athletic Business Manager, Oklahoma City University, 2501 North Blackwelder, Oklahoma City, Oklahoma.

Technical

Chief engineer: for progressive daytime station in booming metropolitan market. High type, efficient and tape charge man wanted. Write Box 680G, B•T.

Immediate opening first class engineer desiring sales experience. Highly populated Pennsylvania market. Considerate guarantee. Excellent opportunity. Family man. Ultra modern schools. Ample housing. Must have car. 1 kw am, 5 kw fm combination independent daytimer. Box 684G, B•T.

Engineering only. Fully experienced studio and transmitter maintenance. Long established one engineer radio operation. Good Colorado job for right man. Give experience, education, family status, present income. Confidential. Box 700G, B•T.

Chief engineer, small station in metropolitan east. State ability to announce, background, references, and salary expected. Box 729G, B•T.

Wanted at once for Los Angeles . . . 1st class engineer for 50,000 watt fm station. Must be strong on maintenance. Top pay, unlimited opportunity for right man. Family man preferable. References. All replies strictly confidential. Box 749G, B•T.

Engineer-announcer. Combination position open. Contact Gene Ackerley, KCOW, Alliance, Nebraska.

Have immediate opening for thoroughly competent chief engineer. Now one kw going five. Top salary for right man. Apply KSTN, Stockton, California.

Chief engineer, either strong on announcing or sales. Full details and tape. KWIN, Ashland, Oregon.

Chief engineer wanted at 1kw daytimer WBAR, Bartow, Florida. Contact Manager Mr. Burgreen.

Immediate opening, experienced engineer with first class license for transmitter watch at WBEE, Harvey, Illinois. Call Normal 7-4124 in Chicago.

Wanted chief engineer with directional antenna construction experience—WBRB, P. O. Box 91, Mt. Clemens, Michigan.

First phone engineer who can assume some announcing duties for live wire small market kilowatter. Negro preferred. Bob Nims, Manager, WCAT, Athol, Mass.

Engineer with first class license needed by July 1st. Good salary to right man . . . kilowatt station with Gates equipment serving neighboring towns. Some air work required. All replies confidential. Radio Station WCLB, Camilla, Georgia.

Transmitter operator. Any inquiries may be directed to the attention of W. H. Malone, Radio Station WGTM, Wilson, N. C.

Engineer, permanent transmitter studio. First class radio telephone license. 5kw network station. Apply in writing. Chief Engineer, WIBX, Utica, New York.

RADIO

Help Wanted—(Cont'd)

Technical

Wanted: Radio engineer; first class radio-telephone license; strong on maintenance. No operating tricks. 40 hours. Apply Chief Engineer, Radio Station WRIV, 1 East Main Street, Riverhead, Long Island, N. Y.

1st phone engineer. $55.00 for forty hours. Chance for advancement. Contact Dan Williams, WVOT, Wilson, N. C.

Combo with first. Ohio college town. $90 per week, more if worth it. WWBG, Bowling Green, Ohio.

Programming-Production, Others

Immediate opening program director, first ticket, must have programming experience. Family man preferred, 1 kw am, 5 kw fm combination independent Pennsylvania daytimer. Excellent opportunity. Box 686G, B•T.

Advertising copywriter who can write and produce jingle commercials for radio. This is an opportunity for a creative individual with advertising know-how to find a permanent home. Box 769G, B•T.

Continuity writer wanted as soon as possible for 50,000 watt CBS Radio affiliate. Please send complete information in first letter or call KWKH, Shreveport, Louisiana.

Experienced personnel needed for all phases of radio and television in all sections of the country. Excellent jobs on file. List with National for just the job you've been looking for. Write, wire or call M. E. Stone, Manager, National Radio and Television Employment service, Fifth Floor, 1627 K Street, N.W., Washington, D. C.

Situations Wanted

Managerial

Desires Eastern market. Have 14 years in associated field. Now sales manager in tv. Responsible family man. Hard worker. Box 553G, B•T.

California manager returning to coast. Constructed-managed-sold-programmed-1st-phone-announced. Make an offer! 11 years experience, young, hard worker. Sober family man. Box 727G, B•T.

Manager wants permanent home, 22 years experience. Built up two "dogs" for sale at profit, California, Kansas preferred, eventual purchase possible. Hard worker, excellent references. Minimum $150 week. Box 731G, B•T.

If it has to be conceived-promoted-sold-liasoned-programmed, if it offers a challenge, I'm experienced, reputable, and interested! Box 751G, B•T.

Manager-sales manager: You can't top a proven "pro"; but you can buy his experience and know-how. Request and analyze my resume. Bonafide facts and figures; top accredited industry reputation; substantiated local-national sales know-how business getting ability. Yours for the asking. "Don't let a good one get away". Write Box 776G, B•T.

Managerial, 38, with growing family. Strong on radio and tv production, sales and promotion. Wants to join owner in an executive position with future. Salary $12,000 or less with bonuses or profit sharing plan. Resume and picture on request. Box 789G, B•T.

RADIO

Situations Wanted—(Cont'd)

Managerial

General manager—age 31—family man—10 years radio—presently station manager, nationally known 125,000 market—successful sales manager background. Desire progression larger market as general manager. Rush considering offers—I'm a top man. Want permanent opportunity. Box 795G, B•T.

Salesmen

Experienced capable mature salesman. Background of many years includes announcing, sports and managerial. Married. Civic leader. Box 666G, B•T.

Saleswoman, copywriter, 3 years experience all phases. Best references, third. Box 752G, B•T.

Salesman-announcer. Excellent commercial contacts. Former sales manager. SRT graduate. 33, single. Box 759G, B•T.

Salesman-announcer. Manufacturer's sales manager for eight years. SRT graduate seeking position in west. 33, single. Seidner, c/o Aley, 2440 South Meade Street, Denver, Colorado.

Announcers

Announcer—twelve years—radio-television. Employed, family, degree. Want Florida. Box 517G, B•T.

Seeking permanent position in radio and/or tv. 8 years experience stage, radio, tv. Highest recommendations. Work hard. Proven results. 27, married, vet. Box 641G, B•T.

Experienced announcer (3 years tv, 5 years radio) desires position in New England area. Married with children. Available for personal interview after June 19th. Box 701G, B•T.

No. 1 announcer in four station market desires to relocate in deep south or far west. Four years solid radio. Draft exempt. Excellent references. Box 728G, B•T.

Presently employed announcer, desires position with 1 kw or larger on west coast. Flexible style . . . but emphasis on news. 40 months experience. $95 minimum. All offers considered. Full details available. Available after July 1. Box 735G, B•T.

Experienced announcer, presently employed with 5000 watt station undergoing reduction in staff. Strong on news, commercials. Seeking good spot in major market. Excellent references. Box 736G, B•T.

Graduate '50 from SRT wishes a job as radio announcer with small radio station. Box 741G, B•T.

Veteran on-air salesman with ideas. Worn out tux use lux. For right bux—will travel. Box 742G, B•T.

Recent broadcasting school graduate. good DJ, news, sports, board. Tape. Box 743G, B•T.

Stop here station managers! For young, eager, reliable announcer. Ready, willing and able to fill the gap at your station. Short experience, tall ambitions. Box 744G, B•T.

(Continued on next page)

Attention:

DISC JOCKEYS CONTINUITY WRITERS
NEWSMEN SALESMEN

We're buying Independent stations and need top-flight staffs. Right now you have your choice of two Northeastern markets in the top 40. There'll be more later. Salaries open—but good! Also vacation, health and life insurance benefits. Tell all first letter. Tapes returned after careful audition. All replies strictly confidential.

Box 786G, B•T

RADIO

Situations Wanted—(Cont'd)

Announcers

No tornado, light, breezy conversationalist. Imaginative humor. Personal sell. Good voice. Authoritative news. Console. SRT grad. A beginner with real talent. Box 750G, B•T.

Radio school grad seeks opportunity in radio or tv. Start considered above wage. All details. Box 753G, B•T.

Announcer, 4 years, excellent voice, DJ, news, first phone, tape. Box 754G, B•T.

DJ, personality. Staff. Some experience, strong in news, sports, board. Musician. Excellent references. Tape. Go anywhere. Box 755G, B•T.

Excellent announcer. Extremely versatile DJ. Play-by-play, all sports, six years experience. $100 minimum start. Box 756G, B•T.

Announcing position with small station. Prefer east. Good news, commercials. Pleasant voice. Vet, married. Box 760G, B•T.

Tv-radio personality, audience participation, characters, DJ, good commercial. Featured on national daily network tv variety show. Write own material. 5 years tv; 15 years radio on leading stations. Age 34. Married. Not afraid to work. Box 762G, B•T.

Outside broadcaster, fine news presentation, record player, Gates board, college, school and discharge from Army 21 June. Box 771G, B•T.

Country music DJ, recording artist, nationally known, top-rated, 26, single, sober, reliable, not character, best references, desires to relocate. Box 772G, B•T.

Female Negro, broadcast school graduate, desire DJ, woman's program—typist. Box 773G, B•T.

Country and western disc jockey and musician for major market. Send tape, resume, photo. Box 774G, B•T.

Announcer presently employed in south seeks employment north of Mason-Dixon Line. School grad., DJ, sports play-by-play. Tape. Write Box 775G, B•T.

Never underestimate the power, etc. Gal deejay, femcee, commentator, thoroughly experienced in all phases of radio. Seeks race market. Box 779G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Announcer, seven years experience all phases. Presently employed. Desires relocate Florida permanently. Operate board, tables. Box 785G, B•T.

Announcer, light on experience but ready to go. Strong on news and commercials. Tv studio technician background. For tape and resume write Box 788G, B•T.

Staff announcer, married. One year experience, all phases. Desires play-by-play opportunity. $70 minimum. Will travel. Box 790G, B•T.

Platter spinner, sportscaster, newsman, veteran, single. Tape on request and school experience. Box 791G, B•T.

Bargain hunters, please note: Here's a two for the price of one deal that you can't afford to miss. Salesman-announcer with ten years sales experience, recent broadcast school graduate. Presently employed. Will work on sales commission, no salary or drawing required. New York, New Jersey, Conn. Box 792G, B•T.

SOS! Same old story, young announcer needs first job. Great DJ, commercial and news. How about it? Box 793G, B•T.

This young lady doesn't want to be a-miss any longer. Ambitious, willing to work hard at announcing, disc jockey work. Short on experience. Box 794G, B•T.

First phone combo available on June 15. Smooth voice. Well read. Large vocabulary. Type young. Draft deferred. Ham. Go anywhere. Television service two years. College. Fast learner. Excellent references. Box 796G, B•T.

Personable staff announcer, disc jockey. 1 year experience. Available immediately. Box 801G, B•T.

Texas or southwest. Announcer-salesman, emphasis announcing. Nine years experience announcer-program director; last three years include selling. Excellent references. Would like small to medium sized town with opportunity for advancement. Reliable. Investment opportunity welcomed. 31, married. Will consider any opportunity with future. Box 802G, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Delaware to Rhode Island: Announcer, some experience. Third ticket, can operate board. Tom DeCillis, 1100 Lowden Ave., Union, New Jersey. ELizabeth 3-0468.

Experienced announcer, writer, sales. Relocate. Basil DeSota, 1801 Coldwater Canyon, Beverly Hills, California.

Combo man with limited experience, well qualified for farm programs and rural DJ shows. Hard worker. Not a drinker or drifter. Available immediately. Write Jack Herren, Box 192, Festus, Mo.

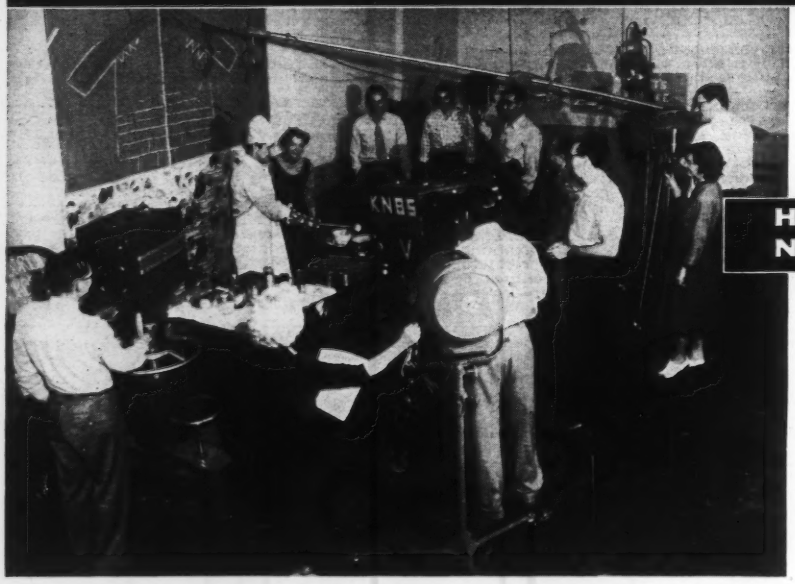
One deejay-newsman, one news director. Must relocate as personnel at present 5000 watt am-fm-tv station being reduced. Young, married, will travel. Available 18 June. References, tape. Phone 34-570. Jack D. Hunter, 3629 W. Prospect Ave., Ashtabula, Ohio.

Announcer, newscaster, deejay. Commercials experience; AFRS. College. Radio school. References. Draft exempt. 24, family. Will travel. Negro. Voice has no dialect. Ed Love, 2505 Morton, Parsons, Kansas. Phone 2066-R.

Radio announcer-tv producer wants summer replacement position in radio or tv: Have over a year as commercial announcer—good voice for radio, film narration, tv . . . have produced 140 tv programs . . . can adapt anything to tv . . . have produced and edited movies for tv . . . prefer west or Cleveland area. John Wiegand, 1027 Superior, Cleveland. MA 1-5865.

Due to circumstances beyond my control, I must release one of my announcers, and I would like him to relocate favorably. Age, twenty-five, single, draft-exempt, five years experience, currently news director, with two-hours pop DJ show in evening. Have been thoroughly satisfied with his work. Good announcing and news. Good worker. Gets along well with others. Prefers south. For tape, etc., write: G. D. Underhill, c/o Radio Station KLOU, Lake Charles, Louisiana.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...



Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers.
- Film editing equipment.
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL HOME OFFICE: 1221 N. W. 21st Avenue Portland, Oregon • CA 3-7246

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Technical

Want transmitter position, have 2 years am time, first phone. Box 671G, B•T.

First phone engineer now employed in north. Want middle or southeast only. Tv position acceptable. Box 747G, B•T.

Engineer, first phone, 9 years am experience including directionals. Amateur 26 years. No announcing. Permanent. Box 780G, B•T.

Chief engineer, 35, experienced, energetic and conscientious, desires affiliation as chief engineer and minor investor. Box 783G, B•T.

Engineer, 1st, 48 years, single, sober, lifetime experience 50 kw to 250 w, available transmitter operation, vacation fill, or where maintenance initiative is needed. Wallace V. Rockefeller, JU 3-2343, Wood River, Nebraska.

Programming-Production, Others

Program director—15 years experience with local, independent stations. Desirous of change. Eastern United States, Maryland to New England. Minimum salary $150 weekly. Replies confidential. Box 725G, B•T.

Newsman-begin over in central, southern California. College grad, 28. Anything considered. Box 733G, B•T.

All-around—girl—experienced, New York music programming, 5 years, production, copy, secretarial—relocate. Box 738G, B•T.

News editor—now working at it, wants new spot. Experienced gathering, writing, broadcasting local news; editing wire copy; writing features; interviewing. University degree. Box 739G, B•T.

Merchandising-promotion-public relations director. Box 765G, B•T.

Qualified newsman, 6 years experience, will also DJ. Available July. Box 767G, B•T.

Program manager, 9 years production, personnel adminstrative, announcing. Now assistant manager, want larger operation—midwest. Box 799G, B•T.

TELEVISION

Help Wanted

Salesmen

Our top radio salesman on a 250 watt fulltime station is making $12,000.00 a year. Want a tv salesman who can match him. Station is an NBC affiliate, uhf, with plenty of power, in a good midwest small market. Almost no competition. Starting draw $350.00 a month with much better than average commission. If you want a chance to make $12,000.00 this is it. If you want a sure thing, better stay where you are. Tell all in first letter. Box 669G, B•T.

Announcers

Staff announcer wanted by central Pennsylvania tv station to do both on and off-camera work and participate in all phases of production. For further details, contact: Jim Curtis, Program Director, WSBA-TV, York, Pennsylvania.

TELEVISION

Help Wanted—(Cont'd)

Technical

Immediately. Engineer for permanent position with aggressive vhf station capable of operating and maintenance responsibilities. Salary commensurate ability. Box 673G, B•T.

Maximum power vhf station in midwest need two engineers, experienced preferred but not necessary. Expanding staff to handle color near future, and early morning programming now in effect. Contact Chief Engineer, KCKT-TV, Great Bend, Kansas.

Engineer with first class ticket for work in television. Experience not necessary. Write Chief Engineer, WINK-TV, Fort Myers, Florida.

Engineer for the position of assistant chief with progressive 100 kw vhf. Must be qualified and capable of performing all operational and maintenance duties. Contact Chief Engineer, WJBF-TV, August, Ga.

Newspaper owned television station has immediate opening for technicians. Send complete background qualifications and photograph to Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

Programming-Production, Others

Experienced continuity writer for large eastern network affiliate. Forward copy samples and complete resume with salary requirements. Box 508G, B•T.

Experienced news photographer for local sound and silent coverage. Must be able to process small amounts of news footage. Some newscasting experience helpful. State salary requirements with resume. Box 509G, B•T.

Need capable cameraman with minimum one year experience on RCA camera. Opportunity to join progressive, growing organization. Box 679G, B•T.

Situations Wanted

Salesmen

Desires eastern market. Now key man in west. Must have $7000. min. Don't write unless you mean business. Box 554G, B•T.

Announcers

Versatile on-camera announcer earning $7500 in Florida wants relocation in metropolitan market at $10,000 minimum. Solid ten year background with top station, agency references. Will fly anywhere for interview. Box 688G, B•T.

Market of 500,000. Improve your announcing staff with versatile 10-year veteran tv-radio on-camera salesman and performer, who puts pride, preparation, personality into everything from station ID to one hour show. Box 781G, B•T.

Tv sports director available. 6 years experience. Regional network play-by-play, studio. Box 782G, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Television broadcast engineer, five years experience radio and television operations. Station construction experience, good references. Box 730G, B•T.

Chief engineer, large vhf operation. Must relocate due to valid personal reasons. 22 years electronic experience. Resume and references on request. Box 778G, B•T.

Programming-Production, Others

Promotion-publicity director, heavy experience in station operation, sales and audience promotion, young, married, veteran, degree. Box 745G, B•T.

Cameraman-floorman, family, 3 years experience, all studio operations, desires production. Best references. Box 777G, B•T.

FOR SALE

Stations

Internationally famous southwest resort area. Diversified economy, delightful climate. A single station city. Combo operation, one site. Offered to qualified principals only. $25,000 cash down. Exclusive with Ralph Erwin, 1443 South Trenton, Tulsa.

Rocky Mountain area. Special listing. Active city 10,000 population. Only station. Operated by same owners since original establishment. Now offered for private sale to qualified applicants only. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Gulf Coast network. Well established. History of earnings, $125,000. Terms available. Paul H. Chapman Co., Peachtree, Atlanta.

Equipment

For sale: Collins 212A dual channel console, $75.00; Collins 300G 250 watt transmitter, $750.00. Box 804G, B•T.

Three 6 X 8 foot plane reflectors, made by Tower Equipment for sale below cost. New, in crates ready for immediate shipment. Phone, or write, Pete Onnigian, Chief Engineer, KBET-TV, Sacramento, California.

1kw composite transmitter, replaced May 12th, 1956. Best offer. KOLO, Reno.

Tower, 150 ft. insulated, Blaw-Knox CK type, self-supporting, available six weeks, also top 85 ft. of Ideco tower. Excellent condition. Make offer. Chief Engineer, KSD-TV, St. Louis, Missouri.

½ price tv lenses. Kodak Ektars—35mm, 50mm and 135mm, $150 each or all three for $400. W. W. Johnson, 8844 W. 32nd Place, Wheatridge, Colorado.

— YOU'VE SEEN AND HEARD ME —

- *On Gillette's "Cavalcade of Sports"*
- *Calling the Nation's Biggest Horse Races*
- *Painting Word Pictures of Grid Classics*
- *At Courtside During Basketball's Hottest Action*
- *Doing My Own Radio and TV Stints*
- *AND on Play-by-play of all Major Sports*

I've often been called "one of country's top five sportscasters."

Known and respected as energetic hustler. Reliable, inventive and industrious.

- NOW -

I'm seeking a connection with a more sports-minded operation. So, if you're looking for a Sports Director with a 15 year broadcasting and telecasting background, facile with words (I haven't read a line from a teletype machine in nine years. Everything gets my inimitable rewrite treatment), and with a photographic mind which allows me to ad-lib telecasts while looking directly into camera lens, I'd like to talk with you. Address Box 806G, B•T.

Oh yes. References. They include a matchless set of names including network officials, agency biggies, college coaches and even state Governors.

FOR SALE—(Cont'd)

Miscellaneous

We can substantially increase your billing with carefully tested and guaranteed mail order accounts to be released your open periods. Box 444G, B•T.

WANTED TO BUY

Stations

Do you have—station needing management? Do you want—to sell part interest? 20 years experience all phases, announcer to owner-manager. Best references—want full management only. Rockies or west please! Box 726G, B•T.

Station wanted within 500 miles Washington, D. C. All replies confidential. Box 768G, B•T.

Equipment

Wanted to buy: Studio equipment for small tv station including switching, film chain, slide, sync generator, live camera chain, audio and power slide facilities. Interested in whole package or any part. Indicate make, period of use, delivery date, and price in first reply. Box 732G, B•T.

Used 250 watt am transmitter and accessories. Box 746G, B•T.

New 100 watt station, SE North Carolina needs, console, turntables, 150 ft. tower and limiting amplifier. Give full details in reply to WBLA, Elizabethtown, N. C.

5-10 kw fm equipment. Particulars, Independent Broadcasting Co., 250 West 57th Street, N.Y.C.

Used RCA, Raytheon or Federal tv microwave link, tv master monitor or whatever you have—quote lowest price. Carl Butman, National Press Bldg., Washington, D. C.

All types am-fm equipment. Send complete information. Sal Fulchino, 185 Hancock, Everett, Massachusetts.

Miscellaneous

Believable but powerful dramatic mystery scripts for half hour radio. Top rates. Enclosed return postage. R. J. Alestra, Director, Veron Lewis Productions, Inc., 71 West 45th Street, New York 36, N. Y.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. B, 821 19th Street, N. W., Washington, D. C.

FCC first phone license. Start immediately Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

Home study or residence course in staff announcing, newscasting, copywriting, traffic, interpretation, foreign pronunciation. Increase your ability to earn more. Inquiry invited. Pathfinder Radio Services, 737 11th Street, N. W., Washington, D. C.

SERVICES

Do you need exclusive, low cost news and special events programming to boost sales and increase audiences? If the answer is yes, then we can offer you this low cost, world wide news coverage . . . tailored especially for your station and sponsors by our corps of correspondents in the news capitals of the world. Write today for details. Laurence News Features, Burlington Hotel, Washington, D. C.

RADIO

Help Wanted

POPULAR COMMUNITY STATION IN UPSTATE NEW YORK WANTS TO IMPROVE PRODUCTION

Immediate employment for married, experienced men in the following positions:

First Class Engineer:

Able to handle two hours of early morning announcing — engineer remotes—and above all, keep audio, recording and transmitter equipment in A-1 condition.

2 Announcer-Salesmen:

Capable of building outstanding disc shows. One with ability to take charge of sales department.

Sports Announcer-Salesman:

Play-by-play experience.

News-Announcer:

With experience in collecting editing and delivering local news.

Send photo, salary-demand and complete summary.

Box 807G, B•T

Salesmen

3 LIVE WIRE SALESMEN

We need 3 aggressive men for sales positions in New Orleans, Houston, and Memphis. We operate 5 successful stations and have application for sixth. Good selling story, good ratings, realistic rates, heavy promotion plus good markets give you high earning potential. Opportunity for advancement.

Send full details, past earnings, photo, to the

O. K. GROUP
505 Baronne St.
New Orleans, La.

RADIO

Help Wanted—(Cont'd)

Salesmen

SALES ENGINEER

Leading broadcasting equipment manufacturer needs aggressive sales minded engineer to call on radio stations in southeast. Should be self starter, experienced as Chief Engineer of am station. Desirable in south. Desirable high renumeration and expenses. Send complete resume with photo to

Box 748G, B•T

Announcers

TOPS?

If you're tops in personality air work, accustomed to attracting the largest share of audience as well as advertisers, we have excellent proposition on leading personality 5 KW in metropolitan southern market—one of the top 50 markets. Accent on daytime block. Send full background, photo. Box 803G, B•T.

OPPORTUNITY FOR

Announcer experienced and well educated, versatile. Chance for advancement particularly if station adds TV this Fall as expected. Send complete information tape picture. KSPR Box 930, Casper, Wyoming.

WANTED

AM PROGRAM MGR.

5 Figure Salary

Outstanding opportunity for a live-wire radio program manager to improve his present earnings and insure a substantial future with a highly successful mid-western regional, with TV. Must have success story with top-rated metropolitan music and news station, the know-how to build ratings, be able to hire and keep good personnel, and have proven promotional ideas. Confidential. Send complete resume, if you qualify.

Box 784G, B•T

PROGRAM DIRECTOR

Must have Flair For Independent Operation

Top executive spot offers great opportunities in organization now expanding broadcast holdings. Age 32 to 38. Air work not required, but must have plenty of it in your background which should cover at least 10 years. Salary open—and good! All replies confidential. Major markets, Northeastern states.

Box 787G, B•T

TELEVISION

Help Wanted

Technical

TV TECHNICIAN

TV transmitter-engineer. First class license and car necessary. Send full resume and minimum salary requirement to

Box 763G, B•T

Programming-Production, Others

Wanted: Top Man For Top Job At Top Station

One of the nation's great television stations wants an outstanding program manager with ideas and fire. Wide latitude, exceptional facilities, aggressive management will enable you to set a fast pace and make the whole industry follow you. Big market wonderful town. Reply in full in complete confidence.

Box 798G, B•T

FOR SALE

Equipment

Complete RCA Microwave System

0.1 watt—modified for color.
System now in operation.
Available in approximately 60 days.
Make offer. Write Box 672G, B•T.

TOWERS
RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

WANTED TO BUY

Stations

WANTED IMMEDIATELY

1 to 10 kw station in east, south or southeast in a one to six station market. We are in a position to make immediate settlement for suitable properties.

Connie B. Gay's
Town & Country Network
1122 North Irving Street
Arlington, Virginia
JAckson 5-5087

WANTED TO BUY

Equipment

FM TRANSMITTER

3 to 10 kw, complete, for cash. Send all details, condition and price. Box 624G, B•T.

INSTRUCTION

FCC 1st PHONE LICENSES
IN 5 TO 6 WEEKS
WILLIAM B. OGDEN—10th Year
1150 W. Olive Ave.
Burbank, Calif.
Correspondence Necessary All Classes
Over 1500 Successful Students

SELECTED ANNOUNCERS AVAILABLE

Trained, reliable men and women, graduates of the Paulin-Newhouse School of Announcing are interested in acquiring experience. Complete information including audition tapes sent on request. Let us help you find the right man for your staff. There is no charge for this service. Write . . .

PAULIN-NEWHOUSE
SCHOOL OF ANNOUNCING
5840 Second Blvd. Detroit, Mich.

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisment in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

FOR THE RECORD

(Continues from page 106)

gia Bcstg. Co., and **WBHB Fitzgerald, Ga.**, on July 30; Bill Mathis, and Key City Broadcasters, Abilene, Tex.; Citizens Bcstg. Co., Terre Haute, Ind., and Salem Bcstg. Co., Salem, Ill.; **WTAO Cambridge, Mass.**, and Princess Anne Bcstg. Corp., Virginia Beach, Va.; **WGSM Deer Park, Long Island, N. Y.**, Winslow Turner Porter, Bath, Me., and Television and Radio Bcstg., Hyannis, Mass., all on July 31. Action June 1.

By Hearing Examiner H. Gifford Irion

Tampa, Fla.; St. Petersburg Beach, Fla.—Ordered that prehearing conference will be held on June 18 re am applications of Polly B. Hughes, Tampa, and Holiday Isles Bcstg. Co., St. Petersburg Beach. Action June 4.

Valley Telecasting Co., Yuma, Ariz.—Granted petition for continuance of hearing from June 6 to June 25 in ch. 13 proceeding, Yuma (Wrather-Alvarez Bcstg. Inc.). Action June 4.

June 6 Applications

Accepted for Filing

Modification of Cp

WICA-TV Ashtabula, Ohio—Seeks mod. of cp (which authorized changes in facilities of existing tv) for extension of completion date.

WNAO-TV Raleigh, N. C.—Seeks mod. of cp (which authorized new tv) for extension of completion date to Aug. 15.

License to Cover Cp

WJMC-FM Rice Lake, Wis.—Seeks license to cover cp which authorized changes in licensed station.

Renewal of Licenses

KREL Baytown, Tex.; KFLD Floydala, Tex.; KPAN Hereford, Tex.; KSTV Stephenville, Tex.; KTFS Texarkana, Tex.; KCFH Cuero, Tex.; KHBR Hillsboro, Tex.; KMBL Junction, Tex.; KOSF Nacogdoches, Tex.; KTER Terrell, Tex.; KCLE-FM Cleburne, Tex.; KCCT-FM Corpus Christi, Tex.; KIXL-FM Dallas, Tex.; KDNT-FM Denton, Tex.; KPRC-FM Houston, Tex.; KCMC-FM Texarkana, Tex.

UPCOMING

JUNE

June 10-12: Annual Convention of Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.
June 10-13: Advertising Federation of America, National Convention, Bellevue-Stratford Hotel, Philadelphia.
June 10-13: Western Assn. of Broadcasters, Banff Springs Hotel, Banff, Alberta.
June 11: BMI Clinic, Salt Lake City, Utah.
June 11-15: Senate Commerce Committee to hear tv networks on affiliation policies.
June 12-14: National Community Tv Assn., Hotel William Penn, Pittsburgh.
June 13: BMI Clinic, Sheridan, Wyo.
June 13-14: Virginia Assn. of Broadcasters, Williamsburg Inn, Williamsburg, Va.
June 14: Colorado Broadcasters—Telecasters Assn., Stanley Hotel, Estes Park.
June 14-16: Md.-D. C. Radio & Tv Broadcasters' Assn., Commander Hotel, Ocean City, Md.
June 15-16: Iowa Broadcasters Assn., Cresent Beach Lodge, Lake Okoboji.
June 15: BMI Clinic, Estes Park, Colo.
June 15-17: Executive Board, American Women in Radio & Tv, House O'Charm, Detroit.
June 21-23: National Assn. of Tv & Radio Farm Directors, National Spring Meeting, Hotel Leamington, Minneapolis, Minn.
June 22-23: Florida Assn. of Broadcasters, Harrison Hotel, Clearwater.
June 23-24: Louisana-Mississippi Associated Press Broadcasters Assn. Natchez, Miss.
June 24-28: Advertising Assn. of the West, Hotel Statler, Los Angeles.
June 25-29: American Institute of Electrical Engineers, Hotel Fairmount, San Francisco, Calif.
June 28-29: N. C. Assn. of Broadcaster, Carolinian Hotel, Nags Head, N. C.
June 28-29: N. C. Assn. of Broadcasters, Carolinian Hotel, Nags Head, N. C.

INTERESTED IN BUYING ONE OR MORE RADIO STATIONS. HAS TO BE NUMBER 1 IN MARKET OR ONE OF THE TOP TWO STATIONS. YEARLY GROSS BILLING TO BE A MINIMUM OF $150,000. WILL DISCUSS WITH PRINCIPALS OR BROKERS. BOX 758G, B•T

Tv History—In Full Color

RCA's announcement of a 21-inch color tv set to retail at $495 (following Admiral's earlier announcement of a $499.95 color set) makes it official that 1956 will go down in tv history as the year that color arrived.

Marketing experts have long set $500-minus as the price at which color sets could be sold in quantity. With Admiral and RCA having squeezed beneath the magic figure, other manufacturers will be obliged to follow suit.

Two months ago in an editorial prediction that manufacturers would break through the $500 color barrier this fall [B•T, April 16], we pointed out that "now in vogue is the portable black-and-white receiver, selling in the $100 range. It is the tv counterpart of the radio midget: high volume but low net return. It is reasoned that to maintain sales volume and build toward future volume and earnings, major set manufacturers perforce will follow the RCA lead into color."

The push behind color set production at affordable prices is the main ingredient that has been lacking in color development.

Broadcasters who have pioneered in color programming have been wondering when they would have an audience.

Already more than 200 stations are equipped to broadcast network programs in color. A third of that number can broadcast color films. About 30 stations have taken the expensive plunge into local live colorcasting.

The situation is not unlike that which existed in the early post-war development of black-and-white when the first tv stations struggled to keep programs on the air while tv households were counted by the dozen. Then suddenly black-and-white sets came on the market at prices the public could afford, and television burst into one of the most fantastic growth enterprises in history.

History, we believe, is about to repeat itself. The color expansion is apt to be as dazzling as that of black-and-white.

This Week's Spectacular

THIS week the Senate Commerce Committee puts on its own television spectacular, with the three tv network heads in the key roles. If this extravaganza had a title, it would be "The Network Monopoly," written and scored by Sen. John W. Bricker (R-Ohio), the free enterprise zealot who has done an about-face by favoring more stringent government control of private business and who advocates the cutting back of coverage of existing tv stations to single markets or less.

Sen. Bricker's one-man report was released last month out of the blue. It brought a fiery rejoinder from CBS President Frank Stanton. The other networks to date have maintained silence. They will have their say this week through NBC President Robert W. Sarnoff and ABC President Robert Kintner.

Mr. Bricker's attack has had other repercussions. Without question it had a bearing on the formal organization 10 days ago of the Assn. of Maximum Service Telecasters, which had been incubating for months. Since one of the avowed objectives of Mr. Bricker is the curtailment of service of vhf stations to make room for drop-ins, the pioneer stations found they could tarry no longer to protect the sanctity of full service to rural and remote areas provided by maximum power operation, whether uhf or vhf.

Further light on Sen. Bricker's views is shed in an exhaustive article by Karl B. Pauly, published in the Sunday, June 3, issue of the *Columbus* (Ohio) *Citizen,* in the Senator's home town. Mr. Pauly reveals that Mr. Bricker first gained the attention of people in Ohio in the field of public utilities regulation and that his long public career "rests on the record he made and the reputation he built in that area of government." That was 33 years ago, when he got his first state position as counsel in the attorney general's office assigned to public utilities rate cases. Afterward he served three terms as governor and went to the Senate in 1947.

Mr. Pauly quotes Sen. Bricker this way: "I don't think the time has come, but it may, when the networks should be subjected to full public utilities regulation. Whether they utimately are so regulated will depend on how they use the authority and power in their hands."

Then Mr. Pauly comments that he (Bricker) "concedes that full public utility regulation of networks probably would include rate-fixing on television advertising and regulation of a station's network rate."

Drawn for BROADCASTING • TELECASTING by Sid Hix

"According to all the surveys, gentlemen, our situation comedy is in a situation!"

We'll take Mr. Pauly's word for it. That Sen. Bricker, the stalwart right-wing Republican, would even think in terms of rate regulation in broadcasting is incomprehensible. He might as well advocate government fixing of newspaper and magazine rates. Both would mean control of editorial content and that would spell censorship, which Mr. Bricker says he abhors.

While there may be others in Congress who feel that the networks have grown too powerful too fast, we doubt whether any responsible legislator would swallow a philosophy that inexorably would bring complete government control of television. Television, already the most potent method of public communications, is journalism—"electronic" journalism. As such, it is entitled to the guarantees of the Bill of Rights. Mr. Bricker's chief, President Eisenhower, said so a year ago in personally addressing the NARTB convention in Washington.

More Hands in the Grab Bag

THE Democratic Party may not as yet have achieved unanimity on the candidate it will back this fall, but it apparently is solid on how to finance the man's television campaign. Solution: Make the nation's networks and stations provide it free.

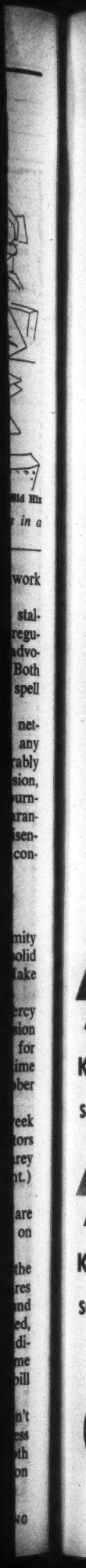
There was a gesture in this direction last month when Rep. Percy Priest (D-Tenn.) introduced a bill that would require all television stations and networks to give to each *bona fide* candidate for President (or for use by his running mate) one half-hour of time per week during September, one hour per week during October and one hour during November preceding the election.

Rep. Priest obviously was only the advance runner. Last week the baton was picked up by a coalition of five Democratic senators and introduced in that chamber. The new backers: Sens. Humphrey (Minn.), Mansfield (Mont.), Sparkman (Ala.), Murray (Mont.) and Morse (Ore.).

The strategy is obvious. The Democratic campaign coffers are low. The party is up against a rugged test, and it is counting on television as the medium it knows to be most effective.

At the time of the Priest bill's introduction, B•T pointed out the extent of the time giveaway the Democrats proposed. Those figures bear repeating: one hour of prime network time is worth around $100,000, a half-hour about $60,000. Such legislation, if passed, would cost the networks alone time valued at $2,220,000 per candidate. For the two major parties: $4,440,000. Plus: equivalent time on all the independent stations, meaning a minimum campaign bill to U. S. broadcasters of $5 million.

Equally obvious in the Democratic strategy is that they don't mean to pass this legislation for 1960. They mean to do business now. Broadcasters can expect to see a concerted push behind both Senate and House bills in the weeks ahead. Today is not too soon for broadcasters to mount their opposition.



KWK-TV *continues to have the-*

SHARE

IN OVERALL AUDIENCE IN ST. LOUIS

Pulse

Apr. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	59	54	54	57	48
Station "B"	39	41	44	42	42

A R B

Apr. 1956

	MON THRU FRI SIGN-ON TO NOON	MON THRU FRI NOON TO 6 PM	SUNDAY SIGN-ON TO 6 PM	SATURDAY SIGN-ON TO 6 PM	WEEKLY AVERAGE 6 PM TO MIDNIGHT
KWK-TV	62.0	50.3	55.8	57.7	53.7
Station "B"	37.8	48.6	42.9	42.1	44.5

CBS

KWK-TV St. Louis *channel* 4

represented nationally by THE KATZ AGENCY, INC.